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FAS-FAX:
United States and Canadian Periodicals

Circulation averages
for six months ended
December 31, 1987

Magazines, Farm Publications, Business Publications, and Religious Publications

Preliminary figures subject to audit as filed with:

Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

INFORMATION FOR THE USERS OF THIS REPORT

FAS-FAX for ABC Periodicals is divided into four sections: Magazines, Business Publications, Farm Publications and Religious Publications. Each section is color coded for easy identification and includes separate listings of U.S. and Canadian publications.

As in the case of all data filed with ABC, the figures are subject to confirmation by regularly scheduled audits. If there is a difference of 5% or more between the publisher's figures and the auditor's findings, then the comparison figures shown in FAS-FAX are adjusted to the auditor's findings. Additional detailed information for each listed publication is contained in its Publisher's Statement and Audit Report.

@Indicates that the comparison figures have been adjusted to the auditor's findings.

"Publisher's Statement Not Filed By Press Time" indicates that the Publisher's Statement has not been filed prior to the closing date of this issue of FAS-FAX.

The Farm Publications section includes a state or province breakdown for each publication. These breakdowns report the combined paid circulation and qualified non-paid circulation by geographic area. This is followed by a similar breakdown of those demographic editions reported in the Publisher's Statements.

Business Publications reporting on the Optional Paid Circulation (Ivory) Form and Request and Paid Circulation (Gray) Form report an analysis of nonpaid circulation to field served.

Religious Publications reporting on the Congregation-Wide Plan are identified with a cross-hatch symbol.

ABC welcomes your comments and suggestions concerning this report.

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FAS-FAX Report - December 31, 1987.

ABC Magazines
United States & Canada

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
U.S.											
ADVENTURE ROAD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
AIR & SPACE/SMITHSONIAN	3	3.50	291,159	8,875	300,034	240,106	4,239	244,345	+21.3	+109.4	+22.8
AIR FORCE TIMES	26	1.75	80,339	9,211	89,550	81,813	9,567	91,380	-1.8	-3.7	-2.0
THE AOPA PILOT	6	2.00	257,651		257,651	256,947		256,947	+0.3		+0.3
ALASKA, THE MAGAZINE OF LIFE ON THE LAST FRONTIER	6	2.95	204,127	28,991	233,118	135,382	34,813	170,195	+50.8	-16.7	+37.0
ALFRED HITCHCOCK & ELLERY QUEE MYSTERY MAGAZINES	7	2.00	386,361	43,544	429,905	195,853	29,679	225,532	+97.3	+46.7	+90.6
ALOHA, THE MAGAZINE OF HAWAII AND THE PACIFIC	3	3.95	48,092	11,204	59,296	47,650	9,580	57,230	+0.9	+17.0	+3.6
AMERICAN ARTIST	6	2.25	149,683	20,877	170,560	146,416	16,768	163,184	+2.2	+24.5	+4.5
AMERICAN DEMOGRAPHICS	6	6.00	25,020		25,020	19,824		19,824	+26.2		+26.2
AMERICAN FILM	5	2.50	116,876	13,154	130,030	114,973	10,103	125,076	+1.7	+30.2	+4.0
AMERICAN HANDGUNNER	3	2.50	84,833	47,338	132,171	96,489	45,141	141,630	-12.1	+4.9	-6.7
AMERICAN HEALTH-FITNESS OF BODY AND MIND	5	2.00	852,954	63,918	916,872	727,108	68,128	795,236	+17.3	-6.2	+15.3
AMERICAN HERITAGE	4	4.50	217,121	8,451	225,572	165,948	10,414	176,362	+30.8	-18.8	+27.9
THE AMERICAN HUNTER	6	2.00	1,327,471		1,327,471	1,412,723		1,412,723	-6.0		-6.0
THE AMERICAN LAWYER	5	5.00	18,137	114	18,251	17,697	69	17,766	+2.5	+65.2	+2.7
THE AMERICAN LEGION MAGAZINE	6	2.00	2,747,186		2,747,186	2,648,627		2,648,627	+3.7		+3.7
AMERICAN MOTORCYCLIST	6	1.25	121,880		121,880	119,690		119,690	+1.8		+1.8
AMERICAN PHOTOGRAPHER	6	2.50	215,337	35,283	250,620	219,007	32,611	251,618	-1.7	+8.2	-0.4
THE AMERICAN RIFLEMAN	6	2.00	1,361,341		1,361,341	1,362,225		1,362,225	-0.1		-0.1
AMERICAN SCIENTIST	3	4.75	122,988	1,194	124,182	120,393	627	121,020	+2.2	+90.4	+2.6
THE AMERICAN SPECTATOR	6	2.00	31,206	1,734	32,940	36,933	1,906	38,839	-15.5	-9.0	-15.2
AMERICANA	3	2.95	328,523	6,932	335,455	320,609	10,114	330,723	+2.5	-31.5	+1.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
AMIGA WORLD	4	3.95	34,858	52,824	87,682						
ANALOG & ISAAC ASIMOV'S SCIENCE FICTION MAGAZINES	7	2.00	144,986	28,323	173,309						
ARCHAEOLOGY MAGAZINE	3	3.95	97,397	7,749	105,146	82,797	7,230	90,027	+17.6	+7.2	+16.8
ARCHIE COMIC GROUP		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ARCHITECTURAL DIGEST	6	4.50	561,236	105,720	666,956	518,319	96,804	615,123	+8.3	+9.2	+8.4
AREA MAGAZINE	6		226,955		226,955						
ARKANSAS TIMES MAGAZINE	6	1.75	28,356	4,368	32,724	28,270	3,586	31,856	+0.3	+21.8	+2.7
ARMY TIMES	26	1.75	113,945	13,919	127,864	116,888	16,720	133,608	-2.5	-16.8	-4.3
ARMY TIMES, AIR FORCE TIMES, NAVY TIMES COMBINED STATEMENT	26	1.75	271,573	31,212	302,785	275,329	33,899	309,228	-1.4	-7.9	-2.1
ART & ANTIQUES	4	4.75	108,878	5,908	114,786	97,362	12,401	109,763	+11.8	-52.4	+4.6
ART IN AMERICA	6	4.75	49,409	10,614	60,023	47,873	9,891	57,764	+3.2	+7.3	+3.9
THE ARTIST'S MAGAZINE	6	2.00	177,119	23,722	200,841	163,768	18,442	182,210	+8.2	+28.6	+10.2
ARTNEWS	5	4.50	63,595	11,392	74,987	61,446	10,837	72,283	+3.5	+5.1	+3.7
ASTRONOMY	6	2.50	116,878	46,309	163,187	128,543	45,909	174,452	-9.1	+0.9	-6.5
ATLANTA MAGAZINE	6	1.95	51,802	7,385	59,187	52,672	6,017	58,689	-1.7	+22.7	+0.8
THE ATLANTIC MONTHLY	6	2.00	426,816	47,100	473,916	404,346	52,581	456,927	+5.6	-10.4	+3.7
AUDIO	6	2.50	105,925	44,233	150,158	106,906	45,803	152,709	-0.9	-3.4	-1.7
AUDUBON	3	3.00	429,837	6,799	436,636	394,869	9,826	404,695	+8.9	-30.8	+7.9
AUTOWEEK	26	1.25	194,155	4,403	198,558	172,239	3,584	175,823	+12.7	+22.9	+12.9
BACKPACKER	3	2.95	139,692	36,300	175,992	140,206	34,867	175,073	-0.4	+4.1	+0.5
BALTIMORE MAGAZINE	6	1.75	46,510	7,392	53,902	48,967	7,754	56,721	-5.0	-4.7	-5.0
BARRON'S NATIONAL BUSINESS & FINANCIAL WEEKLY	26	1.75	150,744	138,333	289,077	150,735	129,635	280,370	+0.0	+6.7	+3.1
BASEBALL DIGEST	6	1.95	265,820	21,689	287,509	231,974	21,585	253,559	+14.6	+0.5	+13.4
BASSIN'	2	1.95	234,240	25,225	259,465	200,412	26,000	226,412	+16.9	-3.0	+14.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
BASSMASTER MAGAZINE	5	2.00	518,467	12,290	530,757	472,435	9,616	482,051	+9.7	+27.8	+10.1
BEAUTY DIGEST			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BETTER HOMES AND GARDENS	6	1.50	7,392,159	620,500	8,012,659	7,520,584	571,167	8,091,751	-1.7	+8.6	-1.0
BMX PLUS!	6	2.50	32,059	74,054	106,113	23,828	78,178	102,006	+34.5	-5.3	+4.0
BICYCLING	5	2.50	181,897	94,537	276,434	179,044	84,081	263,125	+1.6	+12.4	+5.1
BIRD TALK	6	2.00	99,377	23,757	123,134	69,787	16,701	86,488	+42.4	+42.2	+42.4
BLACK ENTERPRISE	6	1.95	223,554	13,266	236,820	226,358	10,047	236,405	-1.2	+32.0	+0.2
THE BLOOD-HORSE	26	2.25	20,754	1,125	21,879	20,559	1,091	21,650	+0.9	+3.1	+1.1
BOATING	6	2.95	143,727	48,700	192,427	142,858	47,237	190,095	+0.6	+3.1	+1.2
BON APPETIT	6	2.50	1,221,194	102,740	1,323,934	1,209,769	131,278	1,341,047	+0.9	-21.7	-1.3
BOP	6	1.95	18,026	181,365	199,391	20,166	156,749	176,915	-10.6	+15.7	+12.7
BOSTON MAGAZINE	6	1.95	99,078	30,220	129,298	100,842	28,406	129,248	-1.7	+6.4	+0.0
BOWLING DIGEST	3	2.25	81,006	6,090	87,096	85,985	5,869	91,854	-5.8	+3.8	-5.2
BOYS' LIFE	6	1.50	1,344,521		1,344,521	1,306,172		1,306,172	+2.9		+2.9
BRIDES	3	4.00	47,412	323,607	371,019	52,583	299,191	351,774	-9.8	+8.2	+5.5
BUENHOGAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BUSINESS FORMS & SYSTEMS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BUSINESS WEEK (INTERNATIONAL)	26	1.75	82,946	13,902	96,848	77,626	13,007	90,633	+6.9	+6.9	+6.9
BUSINESS WEEK (NORTH AMERICA)	26	2.00	816,968	40,990	857,958	756,562	31,643	788,205	+8.0	+29.5	+8.8
BUSINESS WEEK (WORLD WIDE)	26		899,914	54,892	954,806	834,189	44,649	878,838	+7.9	+22.9	+8.6
BYTE MAGAZINE	6	3.50	290,558	127,453	418,011	295,139	106,187	401,326	-1.6	+20.0	+4.2
CALIFORNIA CITY GROUP	6		372,197	63,762	435,959	372,138	61,313	433,451	+0.0	+4.0	+0.6
CALIFORNIA MAGAZINE	6	2.00	345,857	15,087	360,944	342,567	15,246	357,813	+1.0	-1.0	+0.9
CAPPER'S	13	.75	377,673		377,673	380,198		380,198	-0.7		-0.7
CAR AND DRIVER	6	2.50	696,042	222,466	918,508	672,509	232,983	905,492	+3.5	-4.5	+1.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
CAR CRAFT	6	2.00	218,877	189,206	408,083	204,934	202,792	407,726	+6.8	-6.7	+0.1
CARS & PARTS	6	1.95	72,318	33,793	106,111	63,095	33,623	96,718	+14.6	+0.5	+9.7
CASHFLOW	6	4.75	7,742		7,742	9,505		9,505	-18.5		-18.5
CAT FANCY	6	2.00	207,898	29,630	237,528	181,050	22,200	203,250	+14.8	+33.5	+16.9
CATHOLIC DIGEST	6	1.50	555,127	44,959	600,086	535,138	48,858	583,996	+3.7	-8.0	+2.8
CATS MAGAZINE	6	2.00	135,204	2,839	138,043	123,479	2,742	126,221	+9.5	+3.5	+9.4
CHANGING TIMES, THE KIPLINGER MAGAZINE	6	2.50	1,337,199	35,668	1,372,867	1,343,463	36,318	1,379,781	-0.5	-1.8	-0.5
CHERI			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CHICAGO	6	1.95	178,055	26,007	204,062	179,321	22,469	201,790	-0.7	+15.7	+1.1
THE CHRONICLE OF HIGHER EDUCATION	23	1.95	79,053		79,053	76,474		76,474	+3.4		+3.4
THE CHRONICLE OF THE HORSE	26	1.25	21,342	314	21,656	20,641	281	20,922	+3.4	+11.7	+3.5
CIRCUS MAGAZINE	6	2.95	27,202	236,548	263,750	32,000	231,032	263,032	-15.0	+2.4	+0.3
CLASSIC COOKBOOKS FROM PILLSBURY	6	2.25	25,834	384,742	410,576	11,184	398,652	409,836	+131.0	-3.5	+0.2
CLEVELAND MAGAZINE	6	1.95	33,115	7,456	40,571	35,447	7,711	43,158	-6.6	-3.3	-6.0
CLUB	6	4.25	3,985	359,570	363,555	4,391	333,499	337,890	-9.2	+7.8	+7.6
CLUB INTERNATIONAL	6	3.95	807	125,403	126,210	1,004	131,450	132,454	-19.6	-4.6	-4.7
COLONIAL HOMES	3	3.00	421,860	200,067	621,927	383,287	167,900	551,187	+10.1	+19.2	+12.8
COLORADO HOMES & LIFESTYLES	3	2.50	9,560	6,960	16,520	11,272	6,919	18,191	-15.2	+0.6	-9.2
COLUMBUS MONTHLY	6	1.75	29,878	4,453	34,331	29,033	4,821	33,854	+2.9	-7.6	+1.4
COMMERCE MAGAZINE	6	1.75	7,753	92	7,845	8,117	104	8,221	-4.5	-11.5	-4.6
COMPUTE!	6	3.00	198,143	62,091	260,234	254,507	75,270	329,777	-22.1	-17.5	-21.1
COMPUTE!'S GAZETTE	6	3.00	148,185	77,275	225,460	167,885	107,576	275,461	-11.7	-28.2	-18.2
COMPUTER LANGUAGE	6	3.50	36,879	14,783	51,662	30,911	13,991	44,902	+19.3	+5.7	+15.1
COMPUTER SHOPPER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
THE CONDE NAST LTD.	6		3,232,761	1,611,618	4,844,379						
THE CONDE NAST PACKAGE OF WOMEN			2,034,408	4,314,902	6,349,310	2,006,650	4,400,836	6,407,486	+1.4	-2.0	-0.9
CONDE NAST'S TRAVELER (INCORPORATING SIGNATURE)	6	2.50	824,717	28,773	853,490	810,647		810,647	+1.7		+5.3
CONNECTICUT MAGAZINE	6	2.50	84,857	6,154	91,011	79,063	6,775	85,838	+7.3	-9.2	+6.0
CONNOISSEUR	6	3.00	297,515	19,467	316,982	309,299	21,200	330,499	-3.8	-8.2	-4.1
CONSUMERS DIGEST			PUBLISHER'S STATEMENT NOT APPROVED FOR RELEASE								
COOK'S	3	3.00	152,807	48,536	201,343	88,112	49,595	137,707	+73.4	-2.1	+46.2
COOKING LIGHT	3	2.25	479,231	76,838	556,069						
COSMOPOLITAN	6	1.95	356,898	2,571,753	2,928,651	358,627	2,514,444	2,873,071	-0.5	+2.3	+1.9
COUNTRY HOME	3	2.95	615,101	269,333	884,434	537,473	291,000	828,473	+14.4	-7.4	+6.8
COUNTRY JOURNAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
COUNTRY LIVING	6	1.95	1,092,881	609,150	1,702,031	1,090,566	528,555	1,619,121	+0.2	+15.2	+5.1
COUNTRY MUSIC	3	2.50	396,602	6,329	402,931	355,593		355,593	+11.5		+13.3
CRAFTS	6	1.95	272,552	158,915	431,467	292,273	170,279	462,552	-6.7	-6.7	-6.7
CRAFTS 'N THINGS	3	1.95	230,993	67,985	298,978	199,299	74,467	273,766	+15.9	-8.7	+9.2
CREATIVE IDEAS FOR LIVING	6	1.95	754,794	24,556	779,350	746,198	31,993	778,191	+1.2	-23.2	+0.1
CRUISE TRAVEL	3	2.50	140,310	7,243	147,553	126,238	8,790	135,028	+11.1	-17.6	+9.3
CRUISING WORLD	6	2.50	96,639	30,434	127,073	92,239	30,265	122,504	+4.8	+0.6	+3.7
CYCLE	6	1.75	265,988	84,067	350,055	315,299	97,350	412,649	-15.6	-13.6	-15.2
CYCLE WORLD	6	1.75	193,501	77,117	270,618	222,054	79,550	301,604	-12.9	-3.1	-10.3
CYCLIST	4	2.50	37,696	43,979	81,675	23,046	44,642	67,688	+63.6	-1.5	+20.7
D MAGAZINE (DALLAS/FT. WORTH)	6	2.50	79,256	13,925	93,181	67,884	13,152	81,036	+16.8	+5.9	+15.0
DARKROOM & CREATIVE CAMERA TECHNIQUES	3	2.50	34,480	9,140	43,620	36,070	7,833	43,903	-4.4	+16.7	-0.6
DARKROOM PHOTOGRAPHY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
DAYTIME TV	6	1.95		157,235	157,235		147,422	147,422		+6.7	+6.7
DAYTIME TV PRESENTS	3	1.95		105,919	105,919		110,904	110,904		-4.5	-4.5
DC COMICS GROUP		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DELAWARE TODAY	6	1.95	16,791	4,304	21,095	12,643	3,679	16,322	+32.8	+17.0	+29.2
DELL CROSSWORD AND VARIETY PUZZLES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DELL CROSSWORD PUZZLES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DELL CROSSWORD SPECIAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DELL PENCIL PUZZLES AND WORD GAMES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DELL PUZZLE MAGAZINE GROUP		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DELL WORD SEARCH PUZZLES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DENVER MAGAZINE	6	2.00	11,481	2,043	13,524	11,716	2,056	13,772	-2.0	-0.6	-1.8
DETROIT MONTHLY	6	1.50	71,507	7,404	78,911						
DCI MAGAZINE NETWORK			3,848,863	1,056,816	4,905,679	3,975,739	1,119,560	5,095,299	-3.2	-5.6	-3.7
DIGITAL AUDIO	6	2.95	51,778	35,513	87,291	39,041	34,757	73,798	+32.6	+2.2	+18.3
DIRT BIKE	6	2.00	39,927	92,003	131,930	40,809	101,338	142,147	-2.2	-9.2	-7.2
DIRT RIDER	6	1.95	94,265	58,250	152,515	78,411	61,439	139,850	+20.2	-5.2	+9.1
DIRT WHEELS	6	2.25	30,728	57,904	88,632	33,640	69,023	102,663	-8.7	-16.1	-13.7
DISCOVER	6	2.50	912,091	181,868	1,093,959	1,156,346	172,188	1,328,534	-21.1	+5.6	-17.7
DISCOVERY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DR. DOBB'S JOURNAL OF SOFTWARE TOOLS	6	2.95	40,577	15,673	56,250	39,235	14,962	54,197	+3.4	+4.8	+3.8
DOG FANCY	6	2.00	115,299	20,021	135,320	96,767	13,563	110,330	+19.2	+47.6	+22.7
DOG WORLD	6	2.50	34,411	31,004	65,415	31,404	30,054	61,458	+9.6	+3.2	+6.4
DUNE BUGGIES AND HOT VWS	6	2.50	34,382	68,957	103,339	35,948	75,794	111,742	-4.4	-9.0	-7.5
EARLY AMERICAN LIFE	3	2.95	277,335	48,753	326,088	280,354	48,814	329,168	-1.1	-0.1	-0.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
EASYRIDERS	6	2.95	72,437	223,338	295,775	77,171	205,107	282,278	-6.1	+8.9	+4.8
EBONY	6	2.00	1,521,390	249,643	1,771,033	1,479,376	223,643	1,703,019	+2.8	+11.6	+4.0
THE ECONOMIST (NORTH AMERICAN EDITION)	26	3.00	121,721	10,978	132,699	109,452	9,820	119,272	+11.2	+11.8	+11.3
EDUCATION WEEK	16	2.00	42,355		42,355	36,515		36,515	+16.0		+16.0
80 MICRO	6	4.00	45,697	13,087	58,784	62,733	15,157	77,890	-27.2	-13.7	-24.5
THE ELECTRIC COMPANY MAGAZINE	5		249,493		249,493	249,707	32,020	281,727	-0.1	-100.0	-11.4
THE ELKS MAGAZINE	5	.25	1,548,332		1,548,332	1,577,302		1,577,302	-1.8		-1.8
ELLE	6	2.50	310,454	540,698	851,152	220,446	380,329	600,775	+40.8	+42.2	+41.7
ENDLESS VACATION	3	4.00	565,949	5,996	571,945	506,839		506,839	+11.7		+12.8
ENTREPRENEUR MAGAZINE	6	2.95	126,567	67,337	193,904	72,535	60,337	132,872	+74.5	+11.6	+45.9
EQUUS	6	2.50	98,460	9,929	108,389	99,128	6,593	105,721	-0.7	+50.6	+2.5
ESQUIRE	6	2.50	587,723	117,555	705,278	562,727	139,785	702,512	+4.4	-15.9	+0.4
ESSENCE	6	1.50	615,824	186,487	802,311	596,571	203,493	800,064	+3.2	-8.4	+0.3
EUROPEAN TRAVEL & LIFE	5	2.50	177,860	43,825	221,685	98,674	31,333	130,007	+80.3	+39.9	+70.5
FAMILY & HOME OFFICE COMPUTING	6	3.25	384,739	52,266	437,005	370,661	60,762	431,423	+3.8	-14.0	+1.3
FAMILY CIRCLE	9	.99	1,146,591	4,626,893	5,773,484	573,419	5,688,100	6,261,519	+100.0	-18.7	-7.8
THE FAMILY HANDYMAN	5	1.95	1,162,034	45,720	1,207,754	1,133,370	68,211	1,201,581	+2.5	-33.0	+0.5
FEDERAL TIMES	26	1.25	29,712	1,265	30,977	30,573	1,246	31,819	-2.8	+1.5	-2.6
FIELD & STREAM	6	1.95	1,897,948	106,517	2,004,465	1,877,312	130,167	2,007,479	+1.1	-18.2	-0.2
50 PLUS	6	1.50	484,751		484,751	446,934		446,934	+8.5		+8.5
FINANCIAL WORLD	13	3.00	231,902	4,997	236,899	169,429	5,893	175,322	+36.9	-15.2	+35.1
FINE TUNING	6		52,366		52,366	49,052		49,052	+6.8		+6.8
FINS AND FEATHERS	3	1.95	320,235	67,825	388,060	335,242	65,827	401,069	-4.5	+3.0	-3.2
FIREHOUSE	6	2.50	110,623		110,623	110,504		110,504	+0.1		+0.1
FISHING AND HUNTING NEWS	25	1.00	128,758	9,007	137,765	123,169	8,225	131,394	+4.5	+9.5	+4.8

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
FISHING FACTS	6	1.95	68,605	56,476	125,081	65,469	64,685	130,154	+4.8	-12.7	-3.9
FISHING WORLD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FIVE GREAT ROMANCES & WORLD'S GREATEST LOVE STORIES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FLORIDA SPORTSMAN	6	1.95	66,619	33,506	100,125	61,512	31,495	93,007	+8.3	+6.4	+7.7
FLOWER & GARDEN MAGAZINE	3	2.00	623,223	11,288	634,511	620,591	10,667	631,258	+0.4	+5.8	+0.5
FLY FISHERMAN	3	3.00	113,195	30,952	144,147	113,045	27,500	140,545	+0.1	+12.6	+2.6
FLYING	6	2.25	261,092	69,717	330,809	258,990	71,112	330,102	+0.8	-2.0	+0.2
FLYING MODELS	6	2.25	10,372	15,149	25,521	10,444	15,376	25,820	-0.7	-1.5	-1.2
FOOD & WINE	6	2.50	698,883	35,051	733,934	682,325	30,593	712,918	+2.4	+14.6	+2.9
FOOTBALL DIGEST	5	1.95	166,804	12,243	179,047	149,232	13,040	162,272	+11.8	-6.1	+10.3
FORBES	14	3.50	696,001	44,306	740,307	694,635	38,620	733,255	+0.2	+14.7	+1.0
FOREIGN AFFAIRS	2	5.95	82,337	12,258	94,595	78,640	11,916	90,556	+4.7	+2.9	+4.5
FORTUNE (INTERNATIONAL)	14	2.00	99,972	9,564	109,536	96,839	7,675	104,514	+3.2	+24.6	+4.8
FORTUNE (NORTH AMERICA)	14	3.50	616,949	41,901	658,850	607,338	35,702	643,040	+1.6	+17.4	+2.5
FORTUNE (WORLDWIDE)	14		716,921	51,465	768,386	704,177	43,377	747,554	+1.8	+18.6	+2.8
FOUR WHEELER	6	2.50	151,851	125,861	277,712	101,450	121,385	222,835	+49.7	+3.7	+24.6
FREQUENT FLYER MAGAZINE-PART II OF THE POCKET FLIGHT GUIDES	6		343,922		343,922	317,813		317,813	+8.2		+8.2
FULL CRY	6	1.50	33,748	207	33,955	33,700	207	33,907	+0.1	+0.0	+0.1
GALLERY MAGAZINE	6	3.75	32,168	368,661	400,829	26,008	387,454	413,462	+23.7	-4.9	-3.1
GAME & FISH MAGAZINE	6	1.95	268,855	142,757	411,612	143,375	89,018	232,393	+87.5	+60.4	+77.1
GAMES	2	2.00	569,629	82,649	652,278	570,153	92,226	662,379	-0.1	-10.4	-1.5
GENESIS	6	3.95	2,392	201,059	203,451	2,135	222,562	224,697	+12.0	-9.7	-9.5
GENTLEMEN'S QUARTERLY	6	3.00	305,709	381,133	686,842	270,942	391,859	662,801	+12.8	-2.7	+3.6
GEOMUNDO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
GLAMOUR	6	1.95	684,271	1,626,699	2,310,970	706,956	1,679,194	2,386,150	-3.2	-3.1	-3.2
GLOBE	26	.69	60,176	1,542,547	1,602,723	62,167	1,538,796	1,600,963	-3.2	+0.2	+0.1
GOLF DIGEST	6	1.95	1,117,728	121,372	1,239,100	1,131,106	107,939	1,239,045	-1.2	+12.4	+0.0
GOLF ILLUSTRATED	5	1.95	240,180	31,590	271,770	148,693	38,639	187,332	+61.5	-18.2	+45.1
GOLF MAGAZINE	6	1.95	808,127	104,030	912,157	760,472	90,421	850,893	+6.3	+15.1	+7.2
GOLF WORLD MAGAZINE	17	1.00	104,438		104,438	106,006		106,006	-1.5		-1.5
GOOD FOOD	6	1.00	459,071	326,163	785,234	545,435	406,699	952,134	-15.8	-19.8	-17.5
GOOD HOUSEKEEPING	6	1.95	3,521,736	1,680,790	5,202,526	3,466,047	1,755,528	5,221,575	+1.6	-4.3	-0.4
GOURMET	6	2.50	719,576	119,666	839,242	700,613	117,169	817,782	+2.7	+2.1	+2.6
GREAT LAKES FISHERMAN	6	2.95	24,793	5,657	30,450	22,846	7,769	30,615	+8.5	-27.2	-0.5
GRIT	26	.75	493,659	59,344	553,003	480,441	70,690	551,131	+2.8	-16.1	+0.3
GUIDEPOSTS	6	.75	4,290,882		4,290,882	4,260,697		4,260,697	+0.7		+0.7
GUITAR FOR THE PRACTICING MUSICIAN	6	2.95	42,153	88,985	131,138						
GUN DOG	3	3.50	59,845	999	60,844	62,723	273	62,996	-4.6	+265.9	-3.4
GUNS & AMMO	6	2.25	376,687	153,856	530,543	345,159	150,790	495,949	+9.1	+2.0	+7.0
GUNS MAGAZINE	6	2.00	71,275	29,876	101,151	101,171	29,123	130,294	-29.5	+2.6	-22.4
HADASSAH MAGAZINE	5	2.50	253,269		253,269	289,028		289,028	-12.4		-12.4
HANDS-ON-ELECTRONICS	6	2.50	20,026	33,746	53,772	19,720	34,891	54,611	+1.6	-3.3	-1.5
HARPER'S BAZAAR	6	2.50	352,910	407,859	760,769	293,745	433,995	727,740	+20.1	-6.0	+4.5
HARPER'S BAZAAR EN ESPANOL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HARPER'S MAGAZINE	6	2.00	152,473	33,619	186,092	142,691	33,709	176,400	+6.9	-0.3	+5.5
HARROWSMITH-(U.S. EDITION)	3	2.95	189,752	12,403	202,155	136,222	15,501	151,723	+39.3	-20.0	+33.2
HARVARD BUSINESS REVIEW	3	8.50	213,722	4,075	217,797	203,530	3,507	207,037	+5.0	+16.2	+5.2
HEALTH	6	2.25	1,015,351	10,000	1,025,351	1,003,349	13,061	1,016,410	+1.2	-23.4	+0.9
THE HEARST GOLD BUY			2,685,986	1,111,634	3,797,620						

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/87 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/86 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
HEARST HOME BUY			2,112,325	1,049,772	3,162,097	2,074,044	934,202	3,008,246	+1.8	+12.4	+5.1
HEARST MAN POWER	6		2,389,848	460,160	2,850,008						
HEARST WOMAN POWER	6		8,532,867	6,149,849	14,682,716	8,444,199	6,006,758	14,450,957	+1.1	+2.4	+1.6
HIGH FIDELITY	6	2.50	260,626	20,558	281,184	329,745	24,039	353,784	-21.0	-14.5	-20.5
HIGH SOCIETY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
HIGH TECHNOLOGY BUSINESS	6	3.00	169,789	13,471	183,260	267,240	22,569	289,809	-36.5	-40.3	-36.8
HISTORIC PRESERVATION	3	2.50	174,679	2,213	176,892	162,424	2,423	164,847	+7.5	-8.7	+7.3
HIT PARADER	6	2.50		157,970	157,970		173,394	173,394		-8.9	-8.9
HOMBRE DE MUNDO		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
HOME & AWAY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
HOME MAGAZINE	6	1.95	762,622	146,813	909,435	677,237	131,680	808,917	+12.6	+11.5	+12.4
HOME MECHANIX	6	1.75	1,126,527	75,317	1,201,844	1,117,049	84,535	1,201,584	+0.8	-10.9	+0.0
HOMEOWNER	5	1.95	685,087	20,647	705,734	675,840	19,557	695,397	+1.4	+5.6	+1.5
HONOLULU	6	2.00	30,852	4,513	35,365	29,427	3,064	32,491	+4.8	+47.3	+8.8
HORSE & RIDER	6	2.25	69,225	16,271	85,496	58,347	18,360	76,707	+18.6	-11.4	+11.5
HORSE ILLUSTRATED	6	2.00	61,143	19,580	80,723	43,621	16,835	60,456	+40.2	+16.3	+33.5
HORSEMAN	6	2.00	131,849	13,348	145,197	123,680	14,394	138,074	+6.6	-7.3	+5.2
HORSEPLAY	6	2.95	37,604	3,048	40,652	43,354	3,128	46,482	-13.3	-2.6	-12.5
HORTICULTURE, THE MAGAZINE OF AMERICAN GARDENING	6	2.00	184,437	11,084	195,521	145,679	11,282	156,961	+26.6	-1.8	+24.6
HOT ROD	6	2.25	589,071	269,165	858,236	539,756	255,240	794,996	+9.1	+5.5	+8.0
HOUNDS & HUNTING	6	1.50	9,690	7	9,697	10,167	15	10,182	-4.7	-53.3	-4.8
HOUSE & GARDEN	6	4.00	530,478	92,771	623,249	457,289	89,888	547,177	+16.0	+3.2	+13.9
HOUSE BEAUTIFUL	6	1.95	597,584	240,555	838,139	600,191	237,747	837,938	-0.4	+1.2	+0.0
HOUSTON HOME & GARDEN	6	1.95	83,547	7,070	90,617	76,363	8,646	85,009	+9.4	-18.2	+6.6
HUDSON VALLEY	4	1.75	17,784	4,164	21,948						

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
IDEAS PARA SU HOGAR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
IN FASHION	3	2.50	27,393	200,775	228,168	20,211	208,898	229,109	+35.5	-3.9	-0.4
IN FISHERMAN	3	2.75	129,376	96,040	225,416	110,686	89,764	200,450	+16.9	+7.0	+12.5
INCIDER	6	2.95	94,168	28,263	122,431	93,435	30,907	124,342	+0.8	-8.6	-1.5
INC.	6	3.00	595,777	38,526	634,303	576,167	30,410	606,577	+3.4	+26.7	+4.6
INDIANAPOLIS MONTHLY	6	1.95	35,394	6,709	42,103	33,091	6,922	40,013	+7.0	-3.1	+5.2
INSIDE SPORTS	6	2.25	284,949	188,331	473,280	224,927	186,025	410,952	+26.7	+1.2	+15.2
INSTRUCTOR MAGAZINE	4	2.50	259,857	39	259,896	258,567	65	258,632	+0.5	-40.0	+0.5
INTERNATIONAL COMBAT ARMS	3	2.95	31,695	105,661	137,356	29,458	96,165	125,623	+7.6	+9.9	+9.3
INTERVIEW MAGAZINE	6	2.50	90,668	69,763	160,431	79,867	73,532	153,399	+13.5	-5.1	+4.6
IRELAND OF THE WELCOMES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ISLANDS	3	3.95	102,455	23,373	125,828	70,270	22,713	92,983	+45.8	+2.9	+35.3
JET	26	1.25	651,673	154,647	806,320	691,004	140,539	831,543	-5.7	+10.0	-3.0
JUNIOR LEAGUE REVIEW	1		175,625		175,625	173,000		173,000	+1.5		+1.5
JUNIOR SCHOLASTIC	8	1.25	701,934		701,934	737,206		737,206	-4.8		-4.8
THE KIWANIS MAGAZINE	5	.75	279,249		279,249	281,922		281,922	-0.9		-0.9
LADIES' HOME JOURNAL	6	1.50	4,086,417	1,038,635	5,125,052	4,013,405	1,007,146	5,020,551	+1.8	+3.1	+2.1
LADY'S CIRCLE	3	1.75	9,480	55,904	65,384	9,301	64,292	73,593	+1.9	-13.0	-11.2
LAKELAND BOATING	5	2.50	29,468	5,610	35,078	30,959	7,277	38,236	-4.8	-22.9	-8.3
LAS VEGAN CITY MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
LIFE	7	2.50	1,038,548	592,578	1,631,126	1,007,032	711,694	1,718,726	+3.1	-16.7	-5.1
LOS ANGELES MAGAZINE	6	2.50	126,136	45,621	171,757	131,067	42,584	173,651	-3.8	+7.1	-1.1
LOTTERY PLAYERS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
LOUISIANA LIFE	3	3.00	25,338	6,171	31,509	29,072	6,440	35,512	-12.8	-4.2	-11.3
LOUISVILLE MAGAZINE	6	1.75	24,447	1,634	26,081	23,008	1,615	24,623	+6.3	+1.2	+5.9

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
M, THE CIVILIZED MAN	6	3.00	84,939	53,266	138,205	78,163	56,934	135,097	+3.7	-6.4	+2.3
MCCALL'S	6	1.50	4,590,558	763,037	5,353,595	4,456,238	730,155	5,186,393	+3.0	+4.5	+3.2
MCCALL'S NEEDLEWORK & CRAFTS	3	2.95	477,481	94,603	572,084	458,624	158,112	616,736	+4.1	-40.2	-7.2
MACFADDEN WOMEN'S GROUP	6		1,201,959	861,162	2,063,121	1,239,417	937,213	2,176,630	-3.0	-8.1	-5.2
MADEMOISELLE	6	1.95	337,969	946,250	1,284,219	331,386	966,552	1,297,938	+2.0	-2.1	-1.1
THE MAGAZINE ANTIQUES	6	5.00	54,223	5,098	59,321	53,459	4,951	58,410	+1.4	+3.0	+1.6
MANHATTAN, INC.	6	3.00	64,290	21,147	85,437	59,554	7,493	67,047	+8.0	+182.2	+27.4
MARVEL COMICS	6		230,380	6,808,433	7,038,813	232,574	7,086,300	7,318,874	-0.9	-3.9	-3.8
MATURE OUTLOOK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MECANICA POPULAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
MEMPHIS MAGAZINE	6	1.95	19,090	4,697	23,787	18,588	3,818	22,406	+2.7	+23.0	+6.2
METROPOLITAN HOME	6	2.50	630,616	84,956	715,572	660,803	68,355	729,158	-4.6	+24.3	-1.9
MICHIGAN LIVING	6	1.00	990,890		990,890	893,852		893,852	+10.9		+10.9
MID-ATLANTIC COUNTRY	6	1.95	110,248	5,485	115,733	94,277	5,736	100,013	+16.9	-4.4	+15.7
MIDWEST OUTDOORS	6	.95	18,736	18,705	37,441	17,777	17,165	34,942	+5.4	+9.0	+7.2
MILWAUKEE MAGAZINE	6	1.95	37,505	7,264	44,769	35,128	6,728	41,856	+6.8	+8.0	+7.0
MPLS. ST. PAUL MAGAZINE	6	1.95	36,304	13,606	49,910	34,889	10,959	45,848	+4.1	+24.2	+8.9
MINNESOTA MONTHLY	6	1.95	52,918	1,027	53,945						
MODEL RAILROADER	6	2.50	115,984	65,699	181,683	102,396	65,511	167,907	+13.3	+0.3	+8.2
MODERN BRIDE	3	4.00	37,316	287,133	324,449	42,516	270,597	313,113	-12.2	+6.1	+3.6
MODERN MATURITY	3		16,734,801		16,734,801	14,973,019		14,973,019	+11.8		+11.8
MODERN PHOTOGRAPHY	6	2.50	584,086	80,792	664,878	581,725	85,258	666,983	+0.4	-5.2	-0.3
MONEY	7	2.95	1,509,065	312,592	1,821,657	1,510,809	351,297	1,862,106	-0.1	-11.0	-2.2
MOTHER EARTH NEWS	3	3.00	595,694	123,230	718,924	554,244	148,128	702,372	+7.5	-16.8	+2.4
MOTHER JONES	4	1.95	160,690	16,130	176,820	161,293	15,049	176,342	-0.4	+7.2	+0.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/87 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/86 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
MOTOCROSS ACTION MAGAZINE	6	2.00	23,827	67,022	90,849	23,791	67,525	91,316	+0.2	-0.7	-0.5
MOTOR BOATING & SAILING	6	2.50	104,895	33,218	138,113	104,688	36,390	141,078	+0.2	-8.7	-2.1
MOTOR TREND	6	2.50	564,220	191,670	755,890	544,380	200,983	745,363	+3.6	-4.6	+1.4
MOTORCYCLIST	6	2.00	116,236	88,610	204,846	124,529	79,312	203,841	-6.7	+11.7	+0.5
MOTORHOME	6	2.00	121,484	13,441	134,925	112,291	12,492	124,783	+8.2	+7.6	+8.1
MOTORLAND	3	.50	1,754,724		1,754,724	1,692,501		1,692,501	+3.7		+3.7
MS.	5	2.25	441,310	43,499	484,809	444,909	38,012	482,921	-0.8	+14.4	+0.4
MUSCLE & FITNESS	6	3.95	110,658	467,492	578,150	88,847	449,288	538,135	+24.5	+4.1	+7.4
MUSICIAN	6	2.50	44,737	55,968	100,705	47,842	54,375	102,217	-6.5	+2.9	-1.5
NATION'S BUSINESS	6	2.50	854,739	3,148	857,887	856,629	5,781	862,410	-0.2	-45.5	-0.5
NATIONAL ENQUIRER	26	.65	443,566	3,939,661	4,383,227	436,746	3,944,496	4,381,242	+1.6	-0.1	+0.0
NATIONAL EXAMINER	26	.69	18,523	1,098,379	1,116,902	17,346	1,048,720	1,066,066	+6.8	+4.7	+4.8
NATIONAL FISHERMAN	6	1.95	39,499	10,768	50,267	40,952	10,804	51,756	-3.5	-0.3	-2.9
NATIONAL GEOGRAPHIC MAGAZINE	6	2.25	10,439,527	59,067	10,498,594	10,693,356	71,642	10,764,998	-2.4	-17.6	-2.5
NATIONAL LAMPOON	3	3.95	74,695	175,377	250,072	89,257	168,121	257,378	-16.3	+4.3	-2.8
NATIONAL LAW JOURNAL	26	2.00	41,822	208	42,030	40,747	70	40,817	+2.6	+197.1	+3.0
NATIONAL NEWS	3		774,460		774,460	790,625		790,625	-2.0		-2.0
NATIONAL REVIEW	14	1.95	116,228	4,527	120,755	114,577	4,328	118,905	+1.4	+4.6	+1.6
NATURAL HISTORY	6	2.50	512,824	6,752	519,576	497,042	5,709	502,751	+3.2	+18.3	+3.3
NAVY TIMES	26	1.75	77,289	8,082	85,371	76,628	7,612	84,240	+0.9	+6.2	+1.3
NEVADA MAGAZINE	3	2.25	45,235	4,585	49,820	50,348	4,087	54,435	-10.2	+12.2	-8.5
NEW BODY	3	2.50		85,372	85,372		79,997	79,997		+6.7	+6.7
NEW ENGLAND MONTHLY	6	1.95	89,134	13,898	103,032	81,656	12,400	94,056	+9.2	+12.1	+9.5
NEW JERSEY MONTHLY	6	2.00	88,876	15,068	103,944	90,056	15,007	105,063	-1.3	+0.4	-1.1
NEW MEXICO MAGAZINE	6	1.95	93,781	6,245	100,026	86,681	5,257	91,938	+8.2	+18.8	+8.8

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
THE NEW REPUBLIC	23	2.25	90,490	5,483	95,973	89,116	5,344	94,460	+1.5	+2.6	+1.6
NEW WOMAN	6	1.95	691,631	563,929	1,255,560	627,311	607,415	1,234,726	+10.3	-7.2	+1.7
NEW YORK ALIVE	3	2.50	32,031	918	32,949	25,854	304	26,158	+23.9	+202.0	+26.0
NEW YORK MAGAZINE	25	1.95	385,859	40,875	426,734	384,712	43,795	428,507	+0.3	-6.7	-0.4
THE NEW YORKER	26	1.75	564,703	29,145	593,848	527,076	32,994	560,070	+7.1	-11.7	+6.0
NEWSWEEK	26	2.00	3,012,472	185,535	3,198,007	2,916,933	184,219	3,101,152	+3.3	+0.7	+3.1
NEWSWEEK INTERNATIONAL (ASIA EDITION)	25	.66	150,165	56,168	206,333	140,655	54,317	194,972	+6.8	+3.4	+5.8
NEWSWEEK INTERNATIONAL (ATLANTIC EDITION)	25	.83	201,189	95,980	297,169	194,514	100,664	295,178	+3.4	-4.7	+0.7
NEWSWEEK INTERNATIONAL (LATIN AMERICAN EDITION)	25	.88	33,299	20,401	53,700	32,899	20,716	53,615	+1.2	-1.5	+0.2
NIBBLE MAGAZINE	6	3.50	45,200	18,596	63,796	43,960	20,918	64,878	+2.8	-11.1	-1.7
NORTH AMERICAN HUNTER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NORTH SHORE	6	1.75	26,996	2,861	29,857	23,886	3,096	26,982	+13.0	-7.6	+10.7
NRTA/AARP NEWS BULLETIN	5		16,465,570		16,465,570	14,409,661		14,409,661	+14.3		+14.3
OFF ROAD	6	2.50	26,557	34,059	60,616	32,746	36,796	69,542	-18.9	-7.4	-12.8
OFFICIAL CROSSWORD PUZZLES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
OFFICIAL PENCIL PUZZLES & WORD GAMES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
OFFICIAL WORD SEARCH PUZZLES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
OHIO FISHERMAN	6	1.95	24,195	5,891	30,086	23,696	5,926	29,622	+2.1	-0.6	+1.6
OHIO MAGAZINE	6	1.50	98,733	4,100	102,833	99,234	4,093	103,327	-0.5	+0.2	-0.5
THE OLD HOUSE JOURNAL	3	3.95	98,238	6,500	104,738	90,107		90,107	+9.0		+16.2
OMNI	6	3.00	628,480	306,236	934,716	575,500	282,114	857,614	+9.2	+8.6	+9.0
1,001 HOME IDEAS	6	1.95	1,480,453	44,597	1,525,050	1,489,671	50,757	1,540,428	-0.6	-12.1	-1.0
OPEN WHEEL	3	2.95	22,406	29,659	52,065	20,643	31,254	51,897	+8.5	-5.1	+0.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
OPERA NEWS	7	2.50	120,806	1,835	122,641	114,563	1,830	116,393	+5.4	+0.3	+5.4
OREGON MAGAZINE	3	2.95	20,158	5,499	25,657	22,277	4,296	26,573	-9.5	+28.0	-3.4
OUTDOOR LIFE	6	1.75	1,366,361	147,028	1,513,389	1,378,404	142,511	1,520,915	-0.9	+3.2	-0.5
OUTSIDE	6	1.95	211,989	64,275	276,264	189,557	65,829	255,386	+11.8	-2.4	+8.2
PACIFIC NORTHWEST	6	1.95	58,873	7,733	66,606	57,897	6,151	64,048	+1.7	+25.7	+4.0
PALM BEACH LIFE	6	2.50	15,339	3,170	18,509	14,170	3,601	17,771	+8.2	-12.0	+4.2
PALM SPRINGS LIFE	6	3.75	11,142	3,944	15,086						
PARENTS MAGAZINE	6	1.95	1,623,559	133,294	1,756,853	1,607,455	114,361	1,721,816	+1.0	+16.6	+2.0
PENINSULA MAGAZINE	6	2.00	12,831	1,319	14,150	12,544	869	13,413	+2.3	+51.8	+5.5
PENN LINES	6		142,854		142,854						
PENTHOUSE	6	4.00	227,934	2,023,557	2,251,491	239,235	2,140,098	2,379,333	-4.7	-5.4	-5.4
PEOPLE WEEKLY	26	1.69	1,418,170	1,892,969	3,311,139	1,297,806	1,740,557	3,038,363	+9.3	+8.8	+9.0
PERFORMANCE HORSEMAN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
PERSONAL COMPUTING	6	3.00	454,036	39,469	493,505	439,475	37,654	477,129	+3.3	+4.8	+3.4
PETERSEN MAGAZINE NETWORK	6		2,858,950	1,281,738	4,140,688	2,700,133	1,291,708	3,991,841	+5.9	-0.8	+3.7
PETERSEN'S CIRCLE TRACK	6	2.95	67,420	36,919	104,339	66,830	36,139	102,969	+0.9	+2.2	+1.3
PETERSEN'S 4 WHEEL & OFF-ROAD	6	2.50	169,395	119,365	288,760	143,862	134,855	278,717	+17.7	-11.5	+3.6
PETERSEN'S HUNTING	6	2.00	254,455	82,568	337,023	236,448	81,417	317,865	+7.6	+1.4	+6.0
PETERSEN'S PHOTOGRAPHIC	6	2.25	227,979	50,737	278,716	232,515	53,015	285,530	-2.0	-4.3	-2.4
PHILADELPHIA MAGAZINE	6	1.95	118,839	33,628	152,467	112,835	31,131	143,966	+5.3	+8.0	+5.9
PHOENIX HOME & GARDEN	6	2.00	30,660	4,291	34,951	30,216	3,605	33,821	+1.5	+19.0	+3.3
PHOENIX METRO MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
PITTSBURGH MAGAZINE	6	1.75	57,778	7,553	65,331	53,538	6,180	59,718	+7.9	+22.2	+9.4
PLANE & PILOT	6	2.50	63,207	19,322	82,529	47,902	19,794	67,696	+32.0	-2.4	+21.9
PLAYBOY	6	3.50	2,415,917	1,317,031	3,732,948	2,498,140	979,184	3,477,324	-3.3	+34.5	+7.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
POCKET CROSSWORD PUZZLES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
POPULAR HOT RODDING	6	2.00	87,756	150,525	238,281	83,399	160,323	243,722	+5.2	-6.1	-2.2
POPULAR MECHANICS	6	1.95	1,374,019	249,547	1,623,566	1,346,665	288,265	1,634,930	+2.0	-13.4	-0.7
POPULAR PHOTOGRAPHY	6	2.25	673,048	78,283	751,331	753,414	85,430	838,844	-10.7	-8.4	-10.4
POPULAR SCIENCE	6	1.75	1,625,611	235,544	1,861,155	1,613,306	229,761	1,843,067	+0.8	+2.5	+1.0
PRACTICAL HOMEOWNER	4	2.00	701,364	19,134	720,498	678,797	29,566	708,363	+3.3	-35.3	+1.7
PRACTICAL HORSEMAN	6	2.95	52,138	2,496	54,634	53,290	2,438	55,728	-2.2	+2.4	-2.0
PREFERRED TRAVELER	2		933,247		933,247	885,423		885,423	+5.4		+5.4
PREVENTION	6	1.50	2,656,000	220,609	2,876,609	2,652,550	168,198	2,820,748	+0.1	+31.2	+2.0
PRIVATE CLUBS	3		82,969		82,969	177,112		177,112	-53.2		-53.2
PRIVATE PILOT	6	2.00	66,599	23,947	90,546	59,452	25,477	84,929	+12.0	-6.0	+6.6
PSYCHOLOGY TODAY	6	1.95	886,531	86,776	973,307	817,476	84,295	901,771	+8.4	+2.9	+7.9
PURE-BRED DOGS-AMERICAN KENNEL GAZETTE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
THE QUARTER HORSE JOURNAL	6	2.50	64,989	2,675	67,664	68,808	2,855	71,663	-5.6	-6.3	-5.6
RADIO-ELECTRONICS	6	2.25	163,333	68,390	231,723	159,460	82,940	242,400	+2.4	-17.5	-4.4
RAILROAD MODEL CRAFTSMAN	6	2.25	28,831	43,501	72,332	30,660	40,492	71,152	-6.0	+7.4	+1.7
READER'S DIGEST	6	1.79	15,636,050	930,600	16,566,650	15,673,553	932,127	16,605,680	-0.2	-0.2	-0.2
REDBOOK	6	1.50	3,208,442	880,297	4,088,739	3,235,214	774,236	4,009,450	-0.8	+13.7	+2.0
RIDER	6	1.95	119,088	14,256	133,344	107,961	17,393	125,354	+10.3	-18.0	+6.4
ROAD & TRACK	6	2.50	461,331	242,183	703,514	428,017	279,517	707,534	+7.8	-13.4	-0.6
ROD SERLING'S THE TWILIGHT ZONE MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
RODALE'S ORGANIC GARDENING	6	1.75	1,041,199	6,459	1,047,658	1,207,602	4,549	1,212,151	-13.8	+42.0	-13.6
ROLLING STONE	12	1.95	856,682	320,008	1,176,690	805,130	304,682	1,109,812	+6.4	+5.0	+6.0
THE ROTARIAN	6	.75	518,171		518,171	498,404		498,404	+4.0		+4.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
RUN	6	2.95	125,696	44,370	170,066	128,272	56,899	185,171	-2.0	-22.0	-8.2
RUNNER'S WORLD	6	2.50	365,773	85,739	451,512	216,928	72,948	289,876	+68.6	+17.5	+55.8
RURAL KENTUCKIAN	6		312,063		312,063	293,830		293,830	+6.2		+6.2
SACRAMENTO MAGAZINE	6	1.95	20,915	3,292	24,207	18,231	2,778	21,009	+14.7	+18.5	+15.2
SAIL	6	2.50	120,799	47,770	168,569	119,959	51,168	171,127	+0.7	-6.6	-1.5
SAILING WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ST. LOUIS MAGAZINE, INC.	6	2.50	19,136	5,976	25,112	17,396	7,011	24,407	+10.0	-14.8	+2.9
SALT WATER SPORTSMAN	6	2.50	101,199	25,750	126,949	98,989	23,106	122,095	+2.2	+11.4	+4.0
SAN DIEGO HOME/GARDEN MAGAZINE	6	1.95	27,500	2,869	30,369	30,295	2,232	32,527	-9.2	+28.5	-6.6
SAN DIEGO MAGAZINE	6	2.00	53,027	13,294	66,321	49,055	12,749	61,804	+8.1	+4.3	+7.3
SAN FRANCISCO FOCUS	6	2.50	193,034	4,847	197,881	192,016	5,980	197,996	+0.5	-18.9	-0.1
SATELLITE ORBIT	6	4.95	275,172	152,060	427,232	312,133	188,971	501,104	-11.8	-19.5	-14.7
THE SATURDAY EVENING POST	5	1.95	516,468	91,086	607,554	518,033	84,697	602,730	-0.3	+7.5	+0.8
SAVVY	6	2.00	405,004	10,517	415,521	339,905	16,273	356,178	+19.2	-35.4	+16.7
SCHOLASTIC HIGH SCHOOL NETWORK		1.75	2,186,327		2,186,327	2,161,626		2,161,626	+1.1		+1.1
SCHOLASTIC MAGAZINES		1.25	2,888,261		2,888,261	2,898,832		2,898,832	-0.4		-0.4
SCIENCE	25	2.50	153,396		153,396	152,472		152,472	+0.6		+0.6
SCIENCE NEWS	25		196,073		196,073	158,124		158,124	+24.0		+24.0
THE SCIENCES	3	3.00	51,965	17,886	69,851	51,969	12,382	64,351	+0.0	+44.5	+8.5
SCIENTIFIC AMERICAN	6	2.50	478,433	144,373	622,806						
SCOUTING	3	.60	981,493		981,493	956,258		956,258	+2.6		+2.6
SEA	6	1.95	29,417	4,982	34,399	33,868	6,223	40,091	-13.1	-19.9	-14.2
SELF	6	1.95	516,965	619,090	1,136,055	470,472	619,555	1,090,027	+9.9	-0.1	+4.2
SESAME STREET MAGAZINE	5	1.25	1,119,491	193,165	1,312,656	939,079	217,040	1,156,119	+19.2	-11.0	+13.5
SEVENTEEN	6	1.50	1,394,244	472,658	1,866,902	1,339,155	514,159	1,853,314	+4.1	-8.1	+0.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
SEW NEWS	6	1.50	164,033	44,214	208,247	133,395	26,108	159,503	+23.0	+69.4	+30.6
SHAPE MAGAZINE	6	2.00	222,293	460,754	683,047	172,612	426,093	598,705	+28.8	+8.1	+14.1
SHOOTING TIMES	6	2.25	98,700	93,090	191,790	86,310	99,758	186,068	+14.4	-6.7	+3.1
SHUTTERBUG			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SIERRA	3	2.50	326,725	7,591	334,316	303,716	6,845	310,561	+7.6	+10.9	+7.6
16 MAGAZINE	6	1.95	8,262	145,376	153,638	8,403	142,935	151,338	-1.7	+1.7	+1.5
SKI MAGAZINE	4	1.75	366,277	98,517	464,794	361,134	97,130	458,264	+1.4	+1.4	+1.4
SKIING MAGAZINE	4	1.95	352,590	103,450	456,040	361,951	92,315	454,266	-2.6	+12.1	+0.4
SKIN DIVER MAGAZINE	6	2.95	180,345	41,392	221,737	183,309	35,726	219,035	-1.6	+15.9	+1.2
SMITHSONIAN	6	2.50	2,234,471	8,840	2,243,311	2,300,732	10,238	2,310,970	-2.9	-13.7	-2.9
SNOW WEEK	11	1.95	24,716	834	25,550	24,680	110	24,790	+0.1	+658.2	+3.1
SOAP OPERA DIGEST	13	1.75	290,518	727,117	1,017,635	284,839	564,582	849,421	+2.0	+28.8	+19.8
SOAP OPERA STARS	3	1.95		90,592	90,592		98,539	98,539		-8.1	-8.1
SOLDIER OF FORTUNE	6	3.00	33,944	109,738	143,682	37,133	118,863	155,996	-8.6	-7.7	-7.9
SOPHISTICATE'S HAIRSTYLE GUIDE	3	2.95		83,655	83,655		83,570	83,570		+0.1	+0.1
SOUTH FLORIDA	6	1.95	27,099	2,564	29,663	25,380	2,502	27,882	+6.8	+2.5	+6.4
SOUTH FLORIDA HOME & GARDEN	6	2.50	18,251	2,504	20,755	17,672	2,490	20,162	+3.3	+0.6	+2.9
SOUTHERN ACCENTS	3	4.00	207,350	48,778	256,128	191,457	51,432	242,889	+8.3	-5.2	+5.5
SOUTHERN HOMES (METRO ATLANTA EDITION)			UNDER TEMPORARY SUSPENSION OF SERVICE								
SOUTHERN LIVING	6	2.50	2,110,211	188,897	2,299,108	2,097,107	166,815	2,263,922	+0.6	+13.2	+1.6
SOUTHERN MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SOUTHERN OUTDOORS	4	1.50	209,860	15,418	225,278	200,731	24,390	225,121	+4.5	-36.8	+0.1
SOUTHWEST ART	6	4.50	52,240	11,074	63,314	42,812	10,658	53,470	+22.0	+3.9	+18.4
SPECTRUM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SPIN			UNDER TEMPORARY SUSPENSION OF SERVICE								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SPORT	6	2.00	771,767	158,798	930,565	770,925	161,159	932,084	+0.1	-1.5	-0.2
SPORTING CLASSICS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
THE SPORTING NEWS	27	2.25	688,832	44,511	733,343	671,766	51,211	722,977	+2.5	-13.1	+1.4
SPORTS AFIELD	6	1.95	428,106	93,058	521,164	424,615	91,612	516,227	+0.8	+1.6	+1.0
SPORTS ILLUSTRATED	28	2.25	3,032,486	121,532	3,154,018	2,777,751	122,251	2,900,002	+9.2	-0.6	+8.8
STAR	26	.75	460,304	3,309,999	3,770,303	307,004	3,399,127	3,706,131	+49.9	-2.6	+1.7
STAR COMICS	6	1.00	34,483	418,133	452,616	29,678	566,216	595,894	+16.2	-26.2	-24.0
STAR HITS	6	2.50	13,528	57,825	71,353	15,071	82,033	97,104	-10.2	-29.5	-26.5
STEREO REVIEW	6	2.25	480,285	51,317	531,602	494,733	55,697	550,430	-2.9	-7.9	-3.4
STOCK CAR RACING	6	2.75	43,663	38,798	82,461	37,047	40,193	77,240	+17.9	-3.5	+6.8
STREET & SMITH'S COLLEGE FOOTB		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
STREET & SMITH'S PRO FOOTBALL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SUCCESS!	5	2.00	389,078	38,150	427,228	363,695	43,752	407,447	+7.0	-12.8	+4.9
THE SUN	26	.69	3,525	430,029	433,554	3,026	415,041	418,067	+16.5	+3.6	+3.7
SUNSET, THE MAGAZINE OF WESTERN LIVING	6	1.95	1,343,190	87,509	1,430,699	1,341,914	100,564	1,442,478	+0.1	-13.0	-0.8
SUPER CHEVY	6	2.50	71,679	65,369	137,048	70,637	67,571	138,208	+1.5	-3.3	-0.8
SUPER STOCK AND DRAG ILLUSTRATED	6	2.50	16,902	33,182	50,084	15,820	32,995	48,815	+6.8	+0.6	+2.6
SUPER TEEN	6	1.95		160,924	160,924		163,979	163,979		-1.9	-1.9
SYLVIA PORTER'S PERSONAL FINANCE MAGAZINE	5	2.50	351,448	49,686	401,134	303,719	47,100	350,819	+15.7	+5.5	+14.3
TEACHING AND COMPUTERS	3	3.50	41,888		41,888	45,599		45,599	-8.1		-8.1
'TEEN	6	1.75	857,182	342,622	1,199,804	856,673	325,189	1,181,862	+0.1	+5.4	+1.5
TEEN BEAT	6	1.95	87,416	175,786	263,202	23,999	140,576	164,575	+264.2	+25.0	+59.9
TEEN MACHINE	3	1.95		109,621	109,621		95,035	95,035		+15.3	+15.3
TENNIS	6	1.75	479,349	49,626	528,975	462,752	49,452	512,204	+3.6	+0.4	+3.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
TEXAS FISH & GAME	6	1.50	46,770	336	47,106	39,060		39,060	+19.7		+20.6
TEXAS FISHERMAN	3	1.95	52,751	11,085	63,836	49,236	10,835	60,071	+7.1	+2.3	+6.3
TEXAS MONTHLY	6	1.95	285,337	49,186	334,523	245,642	37,698	283,340	+16.2	+30.5	+18.1
3-2-1 CONTACT	5		396,072		396,072	379,505		379,505	+4.4		+4.4
TIME ASIA	26	.67	200,001	42,492	242,493	208,378	47,819	256,197	-4.0	-11.1	-5.3
TIME ATLANTIC	26	.84	431,300	94,773	526,073	423,412	102,816	526,228	+1.9	-7.8	+0.0
TIME LATIN AMERICA	26	1.21	63,251	27,769	91,020	62,638	31,153	93,791	+1.0	-10.9	-3.0
TIME THE WEEKLY NEWSMAGAZINE	26	2.00	4,439,485	243,863	4,683,348	4,499,136	221,023	4,720,159	-1.3	+10.3	-0.8
TOURS & RESORTS	3	2.50	188,498	6,218	194,716	198,034	6,884	204,918	-4.8	-9.7	-5.0
TOWN & COUNTRY	6	3.00	323,499	92,913	416,412	316,793	96,115	412,908	+2.1	-3.3	+0.8
TRAILER LIFE	6	2.00	314,021	20,332	334,353	294,451	19,617	314,068	+6.6	+3.6	+6.5
TRAINS	6	2.50	65,829	25,920	91,749	52,946	27,108	80,054	+24.3	-4.4	+14.6
TRAVEL & LEISURE	6	3.00	1,105,502	14,685	1,120,187	1,101,788	16,344	1,118,132	+0.3	-10.2	+0.2
TRAVELER	2	5.60	805,649	149	805,798	847,579	170	847,749	-4.9	-12.4	-4.9
TRAVELER	4	1.15	235,572	9,590	245,162	218,398		218,398	+7.9		+12.3
TRUE STORY	6	1.50	1,112,695	260,362	1,373,057	1,124,624	280,463	1,405,087	-1.1	-7.2	-2.3
TU INTERNACIONAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
TURTLE MAGAZINE FOR PRESCHOOL KIDS	4		425,256		425,256	317,528		317,528	+33.9		+33.9
TV CROSSWORDS	9	1.25	138,455	227,756	366,211	21,069	247,188	268,257	+557.2	-7.9	+36.5
TV GUIDE	26	.60	8,832,670	8,136,590	16,969,260	8,318,195	8,482,246	16,800,441	+6.2	-4.1	+1.0
TV PICTURE LIFE/METAL EDGE	6	2.00		140,615	140,615		112,119	112,119		+25.4	+25.4
TV WORD GAMES	6	.99		55,050	55,050		49,434	49,434		+11.4	+11.4
UNIQUE HOMES	3	6.95	36,720	30,000	66,720	47,521	38,600	86,121	-22.7	-22.3	-22.5
U.S. NEWS & WORLD REPORT	26	1.95	2,169,599	62,352	2,231,951	2,231,554	55,462	2,287,016	-2.8	+12.4	-2.4
UNIX/WORLD	6	3.00	25,740	8,497	34,237	21,438	8,334	29,772	+20.1	+2.0	+15.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
US MAGAZINE	12	1.50	845,176	405,600	1,250,776	634,972	386,316	1,021,288	+33.1	+5.0	+22.5
VANIDADES CONTINENTAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VANITY FAIR	6	2.00	404,490	191,354	595,844	307,246	110,658	417,904	+31.7	+72.9	+42.6
VENTURE	6	3.00	410,697	18,042	428,739	308,767	21,510	330,277	+33.0	-16.1	+29.8
VFW AUXILIARY MAGAZINE	5		725,402		725,402	730,298		730,298	-0.7		-0.7
VFW MAGAZINE	5	.20	1,978,349		1,978,349	1,951,004		1,951,004	+1.4		+1.4
VIDEO	6	1.95	339,134	67,916	407,050	284,490	72,070	356,560	+19.2	-5.8	+14.2
VIDEO REVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VISION-THE LATIN AMERICAN MAGAZINE	12	2.00	186,333	10,735	197,068	189,109	17,242	206,351	-1.5	-37.7	-4.5
VOGUE	6	3.00	447,791	797,921	1,245,712	445,253	836,344	1,281,597	+0.6	-4.6	-2.8
VOGUE PATTERNS	3	2.50	149,175	91,082	240,257	127,990	101,872	229,862	+16.6	-10.6	+4.5
"W"	13	2.50	201,749	26,651	228,400	199,283	26,325	225,608	+1.2	+1.2	+1.2
THE WASHINGTON POST NATIONAL WEEKLY EDITION	26	1.50	61,200	1,176	62,376	49,294	717	50,011	+24.2	+64.0	+24.7
WASHINGTON, THE EVERGREEN STATE MAGAZINE	4	2.95	60,364	11,662	72,026	60,223	10,601	70,824	+0.2	+10.0	+1.7
THE WASHINGTONIAN	6	1.95	104,108	49,076	153,184	100,703	45,969	146,672	+3.4	+6.8	+4.4
WEEKLY WORLD NEWS	26	.55	35,871	995,049	1,030,920	30,489	986,066	1,016,555	+17.7	+0.9	+1.4
THE WEEKLY, SEATTLE'S NEWSMAGAZINE	27	.75	22,265	9,506	31,771	22,138	9,003	31,141	+0.6	+5.6	+2.0
WEIGHT WATCHERS MAGAZINE	6	1.75	805,169	145,392	950,561	756,845	145,680	902,525	+6.4	-0.2	+5.3
WEST MICHIGAN MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
WESTERN HORSEMAN	6	1.95	97,396	64,973	162,369	97,232	58,860	156,092	+0.2	+10.4	+4.0
WESTERN OUTDOORS	5	2.00	122,889	7,548	130,437	132,140	8,073	140,213	-7.0	-6.5	-7.0
WESTWAYS	6	2.00	484,705		484,705	463,976		463,976	+4.5		+4.5
WILDFOWL	3	3.50	28,253	117	28,370	26,590	1,170	27,760	+6.3	-90.0	+2.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
WING & SHOT	3	3.50	16,309	809	17,118	14,261	2,875	17,136	+14.4	-71.9	-0.1
WOMAN	5	1.95	2,007	499,328	501,335	2,561	484,165	486,726	-21.6	+3.1	+3.0
WOMAN'S DAY	7	.99	98,143	5,922,993	6.021,136	71,264	5,672,578	5,743,842	+37.7	+4.4	+4.8
WOMAN'S WORLD	26	.89		1,444,133	1,444,133		1,348,098	1,348,098		+7.1	+7.1
WOMEN'S SPORTS AND FITNESS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
WOODENBOAT	3	3.50	55,737	47,443	103,180	54,678	48,552	103,230	+1.9	-2.3	+0.0
THE WORKBASKET	5	1.50	1,697,694	20,898	1,718,592	1,751,763	27,700	1,779,463	-3.1	-24.6	-3.4
WORKBENCH	3	2.00	876,641	35,321	911,962	850,347	36,833	887,180	+3.1	-4.1	+2.8
WORKING MOTHER	6	1.95	592,966	13,885	606,851	539,382	15,590	554,972	+9.9	-10.9	+9.3
WORKING WOMAN	6	2.50	790,568	64,866	855,434	739,543	35,969	775,512	+6.9	+80.3	+10.3
WORLD PRESS REVIEW	6	2.95	59,919	2,387	62,306	58,946	2,369	61,315	+1.7	+0.8	+1.6
WORLD TENNIS	6	1.75	362,938	25,816	388,754	343,862	34,590	378,452	+5.5	-25.4	+2.7
WWF MAGAZINE	6	2.25	48,256	148,941	197,197	43,711	125,165	168,876	+10.4	+19.0	+16.8
WRITER'S DIGEST	6	2.25	199,677	25,351	225,028	187,532	27,913	215,445	+6.5	-9.2	+4.4
YACHTING	6	2.50	92,509	38,267	130,776	92,320	41,556	133,876	+0.2	-7.9	-2.3
YANKEE	6	1.95	932,169	69,386	1,001,555	946,206	72,039	1,018,245	-1.5	-3.7	-1.6
YM	5	1.50	737,580	125,564	863,144	688,688	119,480	808,168	+7.1	+5.1	+6.8
CANADA											
ALBERTA/WESTERN REPORT	26	2.00	52,042	3,579	55,621						
ATLANTIC INSIGHT	6	1.95	34,956	2,525	37,481	33,174	3,255	36,429	+5.4	-22.4	+2.9
BC OUTDOORS	5	2.50	35,171	5,050	40,221	35,448	6,561	42,009	-0.8	-23.0	-4.3
CANADIAN BUSINESS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CANADIAN LIVING	7	1.99	330,522	209,313	539,835	304,107	216,865	520,972	+8.7	-3.5	+3.6
CANADIAN LIVING'S FOOD MAGAZINE	3	3.50	31,775	130,438	162,213	33,913	139,724	173,637	-6.3	-6.6	-6.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
CANADIAN WORKSHOP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CANADIAN YACHTING	6	2.75	18,896	3,426	22,322	20,019	3,525	23,544	-5.6	-2.8	-5.2
CHATELAINE	6	2.00	955,180	74,627	1,029,807	1,004,008	85,488	1,089,496	-4.9	-12.7	-5.5
CHATELAINE (FRENCH LANGUAGE EDITION)	6	2.00	258,146	20,629	278,775	273,077	21,039	294,116	-5.5	-1.9	-5.2
CITY & COUNTRY HOME	5	2.50	81,252	5,729	86,981	73,183	7,338	80,521	+11.0	-21.9	+8.0
CLIN D'OEIL	6	2.95	12,861	55,796	68,657	8,435	53,120	61,555	+52.5	+5.0	+11.5
COMBINED STATEMENT FOR CHATELAINE AND CHATELAINE (FRENCH LANGUAGE EDITION)	6	2.00	1,213,326	95,256	1,308,582	1,277,085	106,527	1,383,612	-5.0	-10.6	-5.4
COUP DE PEIGNE	2	2.95	2,255	26,870	29,125	4,237	33,483	37,720	-46.8	-19.8	-22.8
COUP DE POUCE	7	2.25	61,202	76,236	137,438	64,822	86,267	151,089	-5.6	-11.6	-9.0
COUP DE POUCE EXTRA	3	2.99		52,513	52,513		60,986	60,986		-13.9	-13.9
CRAFTS PLUS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CROC	6	2.95	15,284	66,516	81,800	15,789	56,103	71,892	-3.2	+18.6	+13.8
DECORATION CHEZ-SOI	5	2.95	23,874	39,794	63,668	19,315	46,703	66,018	+23.6	-14.8	-3.6
EQUINOX-THE MAGAZINE OF CANADIAN DISCOVERY	3	3.50	149,068	12,529	161,597	148,851	13,591	162,442	+0.1	-7.8	-0.5
FILLES D'AUJOURD'HUI	6	2.50	11,907	21,961	33,868	16,899	16,779	33,678	-29.5	+30.9	+0.6
THE FINANCIAL POST			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FINANCIAL TIMES OF CANADA	26	1.00	106,944	3,441	110,385	99,860	2,501	102,361	+7.1	+37.6	+7.8
FLARE	6	2.25	193,135	31,801	224,936	193,510	29,828	223,338	-0.2	+6.6	+0.7
HARROWSMITH MAGAZINE	3	3.00	138,977	17,212	156,189	135,776	19,256	155,032	+2.4	-10.6	+0.7
HOCKEY NEWS	18	1.75	84,172	31,174	115,346	78,479	30,152	108,631	+7.3	+3.4	+6.2
L'ACTUALITE	6	2.00	241,810	22,455	264,265	242,674	24,255	266,929	-0.4	-7.4	-1.0
L'ARGENT ET VOUS	5	2.95	10,297	26,654	36,951						
LE LUNDI	26	1.79	24,864	81,171	106,035	14,412	81,108	95,520	+72.5	+0.1	+11.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
LE TEMPS DE VIVRE	6	1.95	12,330	9,772	22,102	11,968	8,703	20,671	+3.0	+12.3	+6.9
LEGION MAGAZINE	5	1.00	538,982		538,982	543,254		543,254	-0.8		-0.8
LES IDEES DE MA MAISON	5	2.95	37,427	58,908	96,335	39,354	56,417	95,771	-4.9	+4.4	+0.6
M		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MACLEAN'S-CANADA'S WEEKLY NEWSMAGAZINE	26	1.75	633,957	15,605	649,562	632,959	15,724	648,683	+0.2	-0.8	+0.1
THE NEWFOUNDLAND HERALD	26	1.00	911	38,793	39,704	1,047	35,314	36,361	-13.0	+9.9	+9.2
ONTARIO OUT OF DOORS	5	2.50	47,123	8,005	55,128	51,978	8,467	60,445	-9.3	-5.5	-8.8
ORAH	1		13,766		13,766	14,644		14,644	-6.0		-6.0
OUTDOOR CANADA	4	2.95	130,833	9,700	140,533	131,295	11,595	142,890	-0.4	-16.3	-1.6
PACIFIC YACHTING	6	2.75	11,765	5,047	16,812	11,605	5,131	16,736	+1.4	-1.6	+0.5
PHOTO LIFE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
PLANS DE MAISONS DU QUEBEC	2	3.95	7,299	21,233	28,532						
QUEBEC SCIENCE	5	2.95	15,557	4,841	20,398	15,832	4,508	20,340	-1.7	+7.4	+0.3
QUEBEC YACHTING VOILE & MOTEUR	3	2.75	5,808	2,447	8,255	5,315	1,775	7,090	+9.3	+37.9	+16.4
THE READER'S DIGEST CANADIAN ENGLISH EDITION	6	2.25	1,218,493	81,928	1,300,421	1,255,737	89,447	1,345,184	-3.0	-8.4	-3.3
THE READER'S DIGEST-COMBINED STATEMENT FOR THE CANADIAN ENGLISH AND CANADIAN FRENCH EDITIONS	6	2.25	1,537,586	106,260	1,643,846	1,605,728	113,242	1,718,970	-4.2	-6.2	-4.4
RENOVATION BRICOLAGE	6	2.95	26,297	9,163	35,460	25,821	11,122	36,943	+1.8	-17.6	-4.0
SANTE	5	2.95	12,378	17,957	30,335						
SATURDAY NIGHT	6	2.75	115,253	5,802	121,055	122,989	7,020	130,009	-6.3	-17.4	-6.9
SEL & POIVRE	6	2.95	13,064	16,442	29,506						
SELECT HOMES	4	2.50	114,069	8,833	122,902	121,112	8,007	129,119	-5.8	+10.3	-4.8
SELECTION DU READER'S DIGEST	6	2.25	319,093	24,332	343,425	349,991	23,795	373,786	-8.8	+2.3	-8.1
SENTIER CHASSE-PECHE	6	2.95	51,818	17,121	68,939	55,407	15,666	71,073	-6.5	+9.3	-3.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SOUND & VISION	3	2.50	42,601	4,954	47,555	47,052	4,941	51,993	-9.5	+0.3	-8.5
TIME-THE WEEKLY NEWSMAGAZINE-IN CANADA	26	2.25	319,974	25,224	345,198	325,035	24,276	349,311	-1.6	+3.9	-1.2
TORONTO LIFE	10	2.50	80,447	17,594	98,041	80,422	17,002	97,424	+0.0	+3.5	+0.6
TORONTO LIFE FASHION	4	2.00	118,003	19,000	137,003	108,879	19,907	128,786	+8.4	-4.6	+6.4
TRAVEL A LA CARTE	2	2.50	110,794		110,794	108,637		108,637	+2.0		+2.0
TV GUIDE	26	.95	423,001	385,352	808,353	425,747	394,895	820,642	-0.6	-2.4	-1.5
TV HEBDO	26	.95	49,613	227,339	276,952	51,158	218,066	269,224	-3.0	+4.3	+2.9
TV PLUS	26	.85	206	22,045	22,251	153	22,593	22,746	+34.6	-2.4	-2.2
WESTERN SPORTSMAN	3	2.50	26,698	2,901	29,599	27,065	3,037	30,102	-1.4	-4.5	-1.7
WOW!	6	1.99	10,996	23,138	34,134	10,527	20,894	31,421	+4.5	+10.7	+8.6
YOUR MONEY	5	2.75	95,298	11,666	106,964	93,119	13,574	106,693	+2.3	-14.1	+0.3
FOREIGN											
AL MOSTAKBAL	26	.61	1,093	64,584	65,677	1,063	68,347	69,410	+2.8	-5.5	-5.4
KOL AL ARAB	27	1.20	350	60,610	60,960	400	59,559	59,959	-12.5	+1.8	+1.7
RITMO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
T.V. Y NOVELAS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VEA	26	.95	8,830	50,049	58,879	8,763	47,619	56,382	+0.8	+5.1	+4.4

ABC Business Publications

United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/87	12/31/86
U.S.					
ADMINISTRATIVE MANAGEMENT	UNDER TEMPORARY SUSPENSION OF SERVICE				
ADVERTISING AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ADWEEK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ADWEEK NETWORK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ADWEEK'S MARKETING WEEK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AEROSOL AGE	2,311	4,206	6,517	6,218	5,951
AGRICULTURAL ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AIR CONDITIONING, HEATING & REFRIGERATION NEWS	27,334	930	28,264	28,642	29,002
AIRLINE, SHIP & CATERING ONBOARD SERVICE MAGAZINE	UNDER TEMPORARY SUSPENSION OF SERVICE				
ABA BANKING JOURNAL	34,029	4,528	38,557	37,687	38,916
ACP OBSERVER	54,522		54,522	57,734	54,512
THE AMERICAN FUNERAL DIRECTOR	10,001		10,001	10,005	10,012
AMERICAN GLASS REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN HEALTH:FITNESS OF BODY AND MIND: WAITING ROOM EDITION		100,000	100,000	75,050	75,086
THE AMERICAN JOURNAL OF CARDIOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE AMERICAN JOURNAL OF MEDICINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN JOURNAL OF NURSING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN JOURNAL OF OPHTHALMOLOGY	19,131		19,131	19,284	19,241
THE AMERICAN JOURNAL OF SURGERY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN PAINT & COATINGS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE AMERICAN SCHOOL BOARD JOURNAL	40,954		40,954	41,163	41,772
AMERICAN SHOEMAKING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ASHRAE JOURNAL	41,825	17,461	59,286	50,713	49,643

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/87	12/31/86
AMUSEMENT BUSINESS	12,295	816	13,111	12,929	12,136
ANALYTICAL CHEMISTRY	26,929		26,929	25,763	27,095
ANNALS OF INTERNAL MEDICINE	92,442		92,442	94,847	92,597
APPAREL MERCHANDISING		41,947	41,947	42,119	42,001
AQUACULTURE MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ARCHITECTURE INCORPORATING ARCHITECTURAL TECHNOLOGY	64,314	2,137	66,451	66,803	
ARMY	165,311		165,311	169,566	164,311
ART DIRECTION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ARTS & ACTIVITIES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ASSOCIATION MANAGEMENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ATLANTA BUSINESS CHRONICLE	9,187	16,683	25,870	26,655	25,434
AUTOMOTIVE NEWS	70,616		70,616	68,022	65,623
AVIATION WEEK & SPACE TECHNOLOGY	143,632		143,632	145,491	146,049
BAKING EQUIPMENT		5,077	5,077	5,007	5,002
BALTIMORE BUSINESS JOURNAL	7,120		7,120	6,692	6,877
BETTER ROADS		36,790	36,790	37,609	37,842
BEVERAGE WORLD	11,712	18,405	30,117	30,130	29,625
BILLBOARD	46,817		46,817	44,900	46,770
BOBBIN MAGAZINE	8,450		8,450	8,664	9,069
BOSTON BUSINESS JOURNAL	9,247	33,335	42,582	39,517	
BOXBOARD CONTAINERS	4,657	9,069	13,726	13,686	13,512
BOXOFFICE	9,362		9,362	9,564	9,721
BROADCASTING-THE NEWSWEEKLY OF THE FIFTH ESTATE	33,265		33,265	33,153	33,889
BROWARD REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/87	12/31/86
BUILDING SUPPLY HOME CENTERS		43,009	43,009	43,035	43,025
BUSINESS FIRST (THE BUSINESS NEWSPAPER OF GREATER LOUISVILLE)	9,080		9,080	8,742	8,053
BUSINESS FIRST OF BUFFALO, INC.	8,847		8,847	8,395	7,015
BUSINESS FIRST OF COLUMBUS	10,299		10,299	9,268	8,635
BUSINESS JOURNAL OF NEW JERSEY	5,080	19,409	24,489	22,809	19,843
THE BUSINESS JOURNAL SERVING CHARLOTTE AND THE METROPOLITAN AREA	6,650		6,650	6,231	
THE BUSINESS JOURNAL SERVING GREATER PORTLAND	10,059		10,059	9,834	9,904
THE BUSINESS JOURNAL SERVING GREATER MILWAUKEE	12,490		12,490	11,527	11,292
THE BUSINESS JOURNAL SERVING PHOENIX AND THE VALLEY OF THE SUN	6,574	11,722	18,296	18,600	17,638
THE BUSINESS JOURNAL-SERVING GREATER SACRAMENTO	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BUSINESS MONTH	4,880	296,666	301,546	301,589	301,505
BUSINESS NH	1,977	10,545	12,522	12,090	
BUSINESS WEEK INDUSTRIAL/TECHNOLOGY	286,079		286,079	292,715	280,483
CALIFORNIA BUSINESS	35,385	76,029	111,414	67,527	53,691
CANDY INDUSTRY MAGAZINE	3,224	667	3,891	3,845	3,728
CAPITAL DISTRICT BUSINESS REVIEW	8,385		8,385	7,090	
CATALOG AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CSM UPSCALE DISCOUNTING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHAIN STORE AGE EXECUTIVE	1,399	31,376	32,775	32,292	31,978
CHAIN STORE AGE-GENERAL MERCHANDISE TRENDS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHANNELS, THE BUSINESS OF COMMUNICATIONS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHEMICAL AND ENGINEERING NEWS	127,600		127,600	125,390	127,162

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

	AVERAGES FOR 6 MONTHS ENDED 12/31/87			TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	6/30/87	12/31/86
CHEMICAL ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHEMICAL MARKETING REPORTER	15,486		15,486	15,575	15,570
CHEMICAL WEEK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CINCINNATI BUSINESS COURIER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CITY & STATE	4,672	25,542	30,214	30,719	31,304
CLASSROOM COMPUTER LEARNING	20,467	58,246	78,713	71,638	78,328
COMMERCIAL WEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
COMPUTER & SOFTWARE NEWS		56,077	56,077	50,730	43,551
COMPUTER GRAPHICS TODAY	707	36,418	37,125	35,246	30,830
COMPUTER GRAPHICS WORLD	15,869	27,660	43,529	44,089	34,846
COMPUTERWORLD	123,010		123,010	125,458	125,501
CONCRETE CONSTRUCTION	14,801	76,354	91,155	83,559	79,989
CONSTRUCTION BULLETIN	4,857	515	5,372	5,552	5,510
CORPORATE FINANCE		50,422	50,422	50,574	
CORPORATE REPORT MINNESOTA	11,501	7,515	19,016	18,850	19,576
COSMETICS & TOILETRIES	3,075		3,075	2,878	2,9[illegible]1
CRAIN'S CHICAGO BUSINESS	43,559	7,407	50,966	51,096	49,345
CRAIN'S CLEVELAND BUSINESS	8,542	16,281	24,823	25,140	25,141
CRAIN'S DETROIT BUSINESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CRAIN'S NEW YORK BUSINESS	24,615	48,302	72,917	73,324	72,493
DALLAS/FORT WORTH BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DATA COMMUNICATIONS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DATAMATION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DECOR	23,022		23,022	22,145	21,435
DEFENSE NEWS	10,439	11,521	21,960	18,960	16,043

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/87	12/31/86
THE DENVER BUSINESS JOURNAL	9,601		9,601	7,367	11,828
DESIGN NEWS		170,062	170,062	170,070	
DESIGNERS WEST	28,325	3,560	31,885	33,676	29,660
DIRECT MARKETING MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DISCOUNT STORE NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DO IT YOURSELF RETAILING	28,402	39,642	68,044	62,902	63,388
DRUG & COSMETIC INDUSTRY	4,893	7,820	12,713	12,626	12,693
DRUG STORE NEWS	40,348	1,608	41,956	42,629	42,015
EDITOR & PUBLISHER-THE FOURTH ESTATE	24,609	3,005	27,614	27,432	27,928
ELECTRICAL CONSTRUCTION & MAINTENANCE	32,398	68,970	101,368	100,726	100,637
ELECTRICAL WHOLESALING	15,744	4,577	20,321	20,089	19,597
ELECTRICAL WORLD	6,473	35,618	42,091	41,299	40,570
ELECTRONIC LEARNING	15,602	66,055	81,657	70,440	80,168
ELECTRONIC MEDIA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRONIC NEWS	47,980	44,833	92,813	92,064	88,481
ELECTRONIC SERVICING & TECHNOLOGY	41,153		41,153	43,168	46,772
EMERGENCY	23,648		23,648	28,884	26,976
ENERGY USER NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ENR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ENGINEERING TIMES	61,427	11,704	73,131	74,143	72,888
EXECUTIVE EDUCATOR	15,707		15,707	14,953	14,803
FEEDSTUFFS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FINANCIAL ANALYSTS JOURNAL	20,189		20,189	19,105	19,341
FINANCIAL EXECUTIVE	UNDER TEMPORARY SUSPENSION OF SERVICE				
FIRE COMMAND --	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/87	12/31/86
FIRE ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FIRE JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FLOOR COVERING WEEKLY	11,642	9,623	21,265	21,302	21,088
FLOORING	4,478	19,960	24,438	25,077	24,466
FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FOOD TECHNOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FOOTWEAR NEWS	21,565		21,565	21,558	21,630
FORECAST FOR HOME ECONOMICS	26,686	14,855	41,541	45,499	41,157
FRAMES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FUELOIL & OIL HEAT MAGAZINE	3,825	7,509	11,334	11,206	11,218
GAS INDUSTRIES		9,411	9,411	10,161	10,441
GEYER'S OFFICE DEALER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GIFTS & DECORATIVE ACCESSORIES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GLASS DIGEST	8,722	2,200	10,922	10,760	11,173
GLASS INDUSTRY	1,863	472	2,335	2,365	2,316
GRAIN AGE	315	7,710	8,025	8,195	8,158
HARDWARE AGE	6,513	64,410	70,923	71,152	71,047
HAWAII BUSINESS	9,806		9,806	10,002	10,051
HAWAII INVESTOR	2,714	9,395	12,109	11,770	
HIGHWAY & HEAVY CONSTRUCTION		74,006	74,006	72,002	71,500
HOUSEWARES	2,640	11,506	14,146	13,955	13,965
HOUSTON BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
HYDROCARBON PROCESSING	21,932	5,513	27,445	29,235	30,562
INDIANAPOLIS BUSINESS JOURNAL	14,633		14,633	14,414	14,549
INDUSTRIAL DESIGN	16,234		16,234	15,076	13,602

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/87	12/31/86
INDUSTRY WEEK	1,978	324,328	326,306	326,335	328,637
INSURANCE SALES	25,566		25,566	24,704	22,771
INTERIOR DESIGN	57,278		57,278	57,615	56,203
INTERNATIONAL CONTACT LENS CLINIC	3,576	9,569	13,145	13,708	14,227
INTIMATE FASHION NEWS	3,780	1,603	5,383	4,965	4,879
JACKSONVILLE BUSINESS JOURNAL	9,159		9,159	7,992	
JET CARGO NEWS	91	22,113	22,204	21,702	22,326
THE JEWELERS' CIRCULAR-KEYSTONE	37,827		37,827	38,728	39,071
THE JOURNAL OF ACCOUNTANCY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
JOURNAL WATER POLLUTION CONTROL FEDERATION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
KANSAS CITY BUSINESS JOURNAL	14,504		14,504	13,982	13,983
LIBRARY JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
LIFE INSURANCE SELLING	43,680		43,680	43,550	42,893
LIGHTWAVE, THE JOURNAL OF FIBER OPTICS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
LP/GAS	5,576	9,662	15,238	15,292	15,157
LOCKSMITH LEDGER	18,489		18,489	17,692	17,597
LOS ANGELES BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE MANUFACTURING CONFECTIONER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
METAL FINISHING	10,203		10,203	10,359	10,573
METRO CHICAGO REAL ESTATE		10,365	10,365	10,101	10,238
MIAMI REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MICHIGAN BEVERAGE NEWS	5,480	75	5,555	5,669	5,663
MICHIGAN CONTRACTOR & BUILDER	2,821	279	3,100	2,986	2,969
MICHIGAN ROADS AND CONSTRUCTION	1,374	488	1,862	1,877	1,871
MILLING & BAKING NEWS	4,363		4,363	4,412	4,361

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/87	12/31/86
MODERN PLASTICS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MODERN SALON	112,244	19,231	131,475	130,807	129,505
MOTOR	125,211		125,211	125,323	125,632
THE MUSIC TRADES	6,541		6,541	6,518	6,420
NATION'S RESTAURANT NEWS	92,978	68	93,046	91,660	87,280
NATIONAL DEFENSE	37,042	2,319	39,361	40,413	39,748
NATIONAL HOME CENTER NEWS	3,673	41,547	45,220	43,545	37,914
NHFA'S COMPETITIVEDGE	UNDER TEMPORARY SUSPENSION OF SERVICE				
THE NATIONAL LOCKSMITH	15,664		15,664	14,686	13,448
NATIONAL PETROLEUM NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NATIONAL PROVISIONER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NATIONAL UNDERWRITER LIFE & HEALTH/ FINANCIAL SERVICES EDITION	14,933	15,268	30,201	30,595	13,744
THE NATIONAL UNDERWRITER PROPERTY AND CASUALTY/EMPLOYEE BENEFITS EDITION	27,673	12,883	40,556	40,108	25,542
NETWORK WORLD	67,000		67,000	63,879	60,877
NEW JERSEY SUCCESS	1,303	38,615	39,918	41,289	39,470
THE NORTHERN LOGGER AND TIMBER PROCESSOR	13,147		13,147	12,873	12,925
NORTHWESTERN BANKER	2,968	1,143	4,111	4,101	4,330
OIL AND GAS INVESTOR	4,089	613	4,702	4,399	5,666
THE OIL AND GAS JOURNAL	47,304		47,304	51,094	54,883
OPTICAL INDEX	3,039	14,079	17,118	20,490	29,486
ORLANDO BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PACIFIC BUSINESS NEWS	13,535		13,535	13,240	13,108
PACIFIC FISHING	8,561		8,561	8,983	8,730
PACKAGING DIGEST	99,949		99,949	99,428	94,480

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/87	12/31/86
THE PACKER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PALM BEACH FINANCIAL JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PALM BEACH REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PAPER SALES	8,489	4,347	12,836	13,064	12,706
PEDIATRICS	44,465		44,465	43,732	41,914
PENNSYLVANIA MEDICINE	UNDER TEMPORARY SUSPENSION OF SERVICE				
PERSONNEL JOURNAL	26,955		26,955	25,580	
PETROLEUM ENGINEER INTERNATIONAL	6,216	30,061	36,277	36,171	37,684
PHILADELPHIA BUSINESS JOURNAL	11,297		11,297	10,705	10,661
PHOTO DISTRICT NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PIPELINE & GAS JOURNAL	4,423	19,706	24,129	24,194	23,981
PITTSBURGH BUSINESS TIMES-JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PLAYTHINGS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
POLICE PRODUCT NEWS	36,694		36,694	40,635	39,132
POOL & SPA NEWS	6,997	6,240	13,237	12,032	12,020
THE POULTRY TIMES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
POWER	26,709	31,565	58,274	56,957	56,405
PRINT, AMERICA'S GRAPHIC DESIGN MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROFESSIONAL BUILDER	5,878	136,504	142,382	142,732	137,723
PROGRESSIVE ARCHITECTURE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROVIDENCE BUSINESS NEWS	1,848	19,905	21,753	8,049	
PUBLIC RELATIONS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PUBLIC UTILITIES FORTNIGHTLY	7,578		7,578	7,523	7,640
PUBLISHERS WEEKLY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PUGET SOUND BUSINESS JOURNAL	8,506	10,448	18,954	18,135	17,589

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/87	12/31/86
RAILWAY TRACK AND STRUCTURES	8,136		8,136	8,530	9,042
REEVES JOURNAL, PLUMBING-HEATING-COOLING		20,327	20,327	20,063	20,566
RSC REFRIGERATION SERVICE AND CONTRACTING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
RESTAURANTS & INSTITUTIONS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
RISK MANAGEMENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME.				
ROUGH NOTES	20,149		20,149	20,136	20,828
RUBBER WORLD	3,802	6,729	10,531	10,834	11,211
RURAL ELECTRIFICATION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ST. LOUIS BUSINESS JOURNAL	18,294		18,294	17,903	18,567
SALES AND MARKETING MANAGEMENT	52,602		52,602	51,420	52,566
SAN DIEGO BUSINESS JOURNAL	3,484	14,807	18,291	19,746	19,050
SAN JOSE BUSINESS JOURNAL SERVING SAN JOSE AND THE SANTA CLARA VALLEY	10,970		10,970	11,084	10,624
SAVINGS INSTITUTIONS	26,468		26,468	26,634	28,018
SCHOLASTIC COACH	33,743	19,806	53,549	37,267	39,021
THE SCHOOL ADMINISTRATOR	16,281		16,281	16,197	15,912
SCHOOL ARTS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SCHOOL BUSINESS AFFAIRS	6,156		6,156	6,055	6,248
SCHOOL LIBRARY JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SCREEN PRINTING MAGAZINE	11,801	759	12,560	12,351	11,828
SCRIPPS HOWARD BUSINESS JOURNALS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SEA POWER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SEAFOOD BUSINESS	1,618	13,304	14,922	13,061	14,756
SEED TRADE NEWS	1,195	1,982	3,177	3,277	3,257
SEED WORLD	3,264	3,201	6,465	7,096	4,925
SHIPPING DIGEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

				TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	6/30/87	12/31/86
SIGNS OF THE TIMES	17,606	164	17,770	18,241	18,345
SOAP/COSMETICS/CHEMICAL SPECIALTIES	1,559	14,502	16,061	16,103	16,640
SOUTH FLORIDA BUSINESS JOURNAL	4,152	23,922	28,074	30,230	25,865
THE STANDARD	4,941		4,941	4,940	4,836
SUPERMARKET NEWS	55,881		55,881	54,737	55,593
TAMPA BAY BUSINESS JOURNAL	6,033	11,589	17,622	18,217	
T.H.E. JOURNAL: TECHNOLOGICAL HORIZONS IN EDUCATION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TELEPHONY	26,292	8,526	34,818	35,800	35,721
TIRE BUSINESS	5,289	10,444	15,733	15,705	14,929
TOBACCO INTERNATIONAL	1,952	694	2,646		
TRAFFIC WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRANSPORT TOPICS	29,295		29,295	29,887	30,320
THE TRAVEL AGENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRAVEL TRADE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRAVEL WEEKLY	43,261		43,261	42,442	42,252
UNDERWRITERS' REPORT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
VIDEOGRAPHY	2,251	26,062	28,313	27,645	25,805
VISUAL MERCHANDISING + STORE DESIGN	12,283	292	12,575	12,345	11,923
WALLCOVERINGS	3,187	13,220	16,407	16,305	15,601
WASHINGTON BUSINESS JOURNAL	6,610	19,204	25,814	29,813	30,156
WJR (WASHINGTON JOURNALISM REVIEW)	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WATER & WASTES DIGEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE WATERWAYS JOURNAL	6,064		6,064	6,165	6,275
WELDING JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WESTERN BUILDER	4,321		4,321	4,313	4,330

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/87	12/31/86
WESTERN OIL WORLD	3,146	2,090	5,236	5,116	5,608
WICHITA BUSINESS JOURNAL	4,961		4,961	4,687	
WILSON LIBRARY BULLETIN	13,342		13,342	13,630	13,975
WINES & VINES	4,437		4,437	4,387	4,802
WORLD OIL	2,752	35,257	38,009	39,883	40,140
REFERENCE PERIODICALS					
BUSINESS PUBLICATION RATES AND DATA	6,712		6,712	6,956	7,194
COMMUNITY PUBLICATION RATES AND DATA	1,844		1,844	1,901	1,968
CONSUMER MAGAZINE AND AGRI-MEDIA RATES AND DATA	5,684		5,684	5,887	6,031
DATA SOURCES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NEWSPAPER RATES AND DATA	5,673		5,673	5,868	6,177
THE POCKET LIST OF RAILROAD OFFICIALS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SPOT RADIO RATES AND DATA	3,948		3,948	4,119	4,255
SPOT TELEVISION RATES AND DATA	4,032		4,032	4,167	4,342
THOMAS REGISTER OF AMERICAN MANUFACTURERS AND THOMAS REGISTER CATALOG FILE 77TH (1987) EDITION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CANADA					
BUSINESS QUARTERLY	9,106	212	9,318	9,372	8,794
CANADIAN TRAVEL PRESS WEEKLY		17,568	17,568	17,035	15,710
CANADIAN UNDERWRITER	7,940		7,940	7,778	7,646
FINANCE	39,094		39,094	36,811	29,952
INFORMATIQUE & BUREAUTIQUE	11,108	8,077	19,185	22,022	23,940
JOURNAL CONSTRUCTO	2,637	4,906	7,543	7,493	7,411

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/87	12/31/86
LES AFFAIRES	93,767		93,767	92,403	86,284
MUNICIPAL WORLD	7,539	2,517	10,056	10,190	9,430
OH&S CANADA	6,207		6,207	5,786	
QUEBEC CONSTRUCTION	2,068	5,790	7,858	7,473	4,509
REVUE COMMERCE	37,673		37,673	37,808	34,622
TOURISME +, LE JOURNAL DES VOYAGES	1,019	4,510	5,529	5,419	5,757

ABC Farm Publications

United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUAL. NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/87	TOTAL PAID AVERAGES FOR 6 MONTHS ENDED 12/31/86
U.S.					
AMERICAN AGRICULTURIST	48,377		48,377	50,113	52,234
AMERICAN VEGETABLE GROWER	26,123	9,987	36,110	34,643	26,335
ARIZONA FARMER-STOCKMAN	3,091		3,091	3,059	2,934
BEEF TODAY		180,110	180,110	168,947	
CALIFORNIA FARMER	51,975		51,975	52,622	53,606
THE CATTLEMAN	18,488	1,483	19,971	20,096	19,169
COLORADO RANCHER AND FARMER	13,420		13,420	14,378	15,270
DAIRY TODAY		105,911	105,911	110,233	
DROVERS JOURNAL	36,647	17,765	54,412	47,619	47,056
FARM JOURNAL	656,480	181,658	838,138	893,542	747,048
THE FARMER	113,069	5,390	118,459	123,559	120,568
FARMWEEK	27,333		27,333	27,586	27,244
THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	5,482		5,482	5,866	5,898
HBJ FARM PUBLICATIONS UNIT	547,535	7,389	554,924		
THE HIGH PLAINS JOURNAL	58,908	514	59,422	59,030	60,315
HOARD'S DAIRYMAN	143,665		143,665	148,951	156,915
HOGS TODAY		118,745	118,745	125,424	
IDAHO FARMER-STOCKMAN	14,798		14,798	14,850	15,202
KANSAS FARMER	47,068	7,389	54,457	56,230	47,349
KENTUCKY FARMER	28,496	1,543	30,039	30,265	29,191
MICHIGAN FARMER	58,138		58,138	57,736	56,227
MISSOURI RURALIST	62,739		62,739	62,021	58,809
MONTANA FARMER-STOCKMAN	22,131		22,131	22,332	22,820
THE NATIONAL FUTURE FARMER	414,249		414,249	410,860	422,528

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUAL. NON-PAID	TOTAL PAID
				AVERAGES FOR 6 MONTHS ENDED 6/30/87	12/31/86
NEBRASKA FARMER	48,337		48,337	50,166	52,221
THE OHIO FARMER	83,616		83,616	83,878	81,651
OKLAHOMA FARMER-STOCKMAN	52,996		52,996	55,585	58,822
OREGON FARMER-STOCKMAN	16,028		16,028	16,701	17,695
PENNSYLVANIA FARMER	63,847		63,847	64,490	62,593
PRAIRIE FARMER	131,685	5,311	136,996	146,371	150,240
PROGRESSIVE FARMER	492,229	40,575	532,804	531,780	527,467
SUCCESSFUL FARMING	476,483	99,203	575,686	577,707	491,422
TEXAS FARMER-STOCKMAN	117,374		117,374	122,455	128,012
TOP PRODUCER		205,370	205,370	198,521	
UTAH FARMER-STOCKMAN	6,429		6,429	6,374	6,337
WALLACES FARMER	71,397	12,405	83,802	88,701	80,858
WASHINGTON FARMER-STOCKMAN	20,966		20,966	21,382	22,282
WESTERN FARMER-STOCKMAN MAGAZINES	83,443		83,443	84,698	87,270
WESTERN LIVESTOCK JOURNAL	20,640		20,640	21,483	22,645
WISCONSIN AGRICULTURIST	49,529	1,249	50,778	56,659	54,643
WYOMING STOCKMAN-FARMER	2,642	1,501	4,143	3,904	2,831
CANADA					
CATTLEMEN	39,045		39,045	39,418	39,841
COUNTRY GUIDE	217,338		217,338	221,011	220,105
COUNTRY LIFE IN BRITISH COLUMBIA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GRAINEWS	64,534		64,534	66,195	60,876
LA TERRE DE CHEZ NOUS	46,899		46,899	47,533	47,896
LE BULLETIN DES AGRICULTEURS	82,176		82,176	87,524	93,202
THE WESTERN PRODUCER	128,614		128,614	132,625	133,127

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	AMERICAN AGRICULTURIST	AMERICAN VEGETABLE GROWER	ARIZONA FARMER-STOCKMAN	BEEF TODAY
MAINE	1,851	472		82
NEW HAMPSHIRE	1,466	227		41
VERMONT	1,912	123		100
MASSACHUSETTS	2,471	921		63
RHODE ISLAND	333	129		9
CONNECTICUT	2,053	473		65
NEW ENGLAND	**10,086**	**2,345**		**360**
NEW YORK	29,697	2,595		816
NEW JERSEY	3,324	1,433		102
PENNSYLVANIA	4,065	2,499		1,726
MIDDLE ATLANTIC	**37,086**	**6,527**		**2,644**
OHIO		1,945		2,766
INDIANA		989		3,618
ILLINOIS		1,120		7,816
MICHIGAN		1,883		1,710
WISCONSIN		1,201		2,648
EAST NO. CENTRAL		**7,138**		**18,558**
MINNESOTA		798		5,731
IOWA		522		16,408
MISSOURI		557		12,218
NORTH DAKOTA		172	7	7,129
SOUTH DAKOTA		68	15	10,816
NEBRASKA		228		16,046
KANSAS		366		15,440
WEST NO. CENTRAL		**2,711**	**22**	**83,788**
DELAWARE		169		39
MARYLAND		622		379
DISTRICT OF COLUMBIA		40		9
VIRGINIA		724		3,167
WEST VIRGINIA		237		799
NORTH CAROLINA		945		1,795
SOUTH CAROLINA		329		1,088
GEORGIA		459		3,376
FLORIDA		1,242		1,689
SOUTH ATLANTIC		**4,767**		**12,341**
KENTUCKY		512		4,067
TENNESSEE		526		3,650
ALABAMA		327		3,237
MISSISSIPPI		215		2,293
EAST SO. CENTRAL		**1,580**		**13,247**
ARKANSAS		242		2,812
LOUISIANA		304		1,320
OKLAHOMA		298		9,372
TEXAS		985		14,581
WEST SO. CENTRAL		**1,829**		**28,085**
MONTANA		115	25	6,641
IDAHO		397	7	3,102
WYOMING		45	5	2,351
COLORADO		475	19	4,997
NEW MEXICO		221	96	1,050
ARIZONA		574	1,944	527
UTAH		156	14	1,288
NEVADA		71	13	419
MOUNTAIN		**2,054**	**2,123**	**20,375**
ALASKA		92	5	26
WASHINGTON		1,025	28	1,952
OREGON		782	14	2,312
CALIFORNIA		4,088	317	2,900
HAWAII		274	2	21
PACIFIC		**6,261**	**366**	**7,211**
MISCELLANEOUS	556			
UNCLASSIFIED			736	
UNITED STATES	**47,728**	**35,212**	**3,247**	**186,609**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**47,728**	**35,212**	**3,247**	**186,609**
CANADA		893	2	
FOREIGN	32	1,022	3	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**47,760**	**37,127**	**3,252**	**186,609**

Preliminary figures as filed with* Audit Bureau of Circulations *subject to audit.

	CALIFORNIA FARMER	THE CATTLEMAN	COLORADO RANCHER AND FARMER	DAIRY TODAY
MAINE		2		570
NEW HAMPSHIRE				316
VERMONT		1		1,724
MASSACHUSETTS		4		442
RHODE ISLAND				41
CONNECTICUT		4		464
NEW ENGLAND		**11**		**3,557**
NEW YORK		16		9,753
NEW JERSEY		15		455
PENNSYLVANIA		9		9,000
MIDDLE ATLANTIC		**40**		**19,208**
OHIO		21		4,619
INDIANA		35		2,430
ILLINOIS		77		3,346
MICHIGAN		34		4,711
WISCONSIN		21		23,765
EAST NO. CENTRAL		**188**		**38,871**
MINNESOTA		23		12,585
IOWA		27		4,870
MISSOURI		111		2,379
NORTH DAKOTA		6		1,313
SOUTH DAKOTA		10		1,942
NEBRASKA		33	85	1,618
KANSAS		90	324	1,535
WEST NO. CENTRAL		**300**	**409**	**26,242**
DELAWARE				122
MARYLAND		10		1,161
DISTRICT OF COLUMBIA		15		1
VIRGINIA		38		1,641
WEST VIRGINIA		2		305
NORTH CAROLINA		29		1,213
SOUTH CAROLINA		16		382
GEORGIA		32		766
FLORIDA		97		347
SOUTH ATLANTIC		**239**		**5,938**
KENTUCKY		14		1,776
TENNESSEE		46		1,637
ALABAMA		39		357
MISSISSIPPI		45		539
EAST SO. CENTRAL		**144**		**4,309**
ARKANSAS		103		459
LOUISIANA		173		440
OKLAHOMA		959		714
TEXAS		16,798		1,261
WEST SO. CENTRAL		**18,033**		**2,874**
MONTANA		19		322
IDAHO		4		1,215
WYOMING		21	209	98
COLORADO		69	11,847	581
NEW MEXICO		159	91	111
ARIZONA	457	73		143
UTAH		9		680
NEVADA	914	3		56
MOUNTAIN	**1,371**	**357**	**12,227**	**3,206**
ALASKA	12	4	4	18
WASHINGTON		21		1,396
OREGON	250	14		667
CALIFORNIA	49,884	74		2,177
HAWAII	77	16	1	9
PACIFIC	**50,223**	**129**	**5**	**4,267**
MISCELLANEOUS			328	
UNCLASSIFIED	846			
UNITED STATES	**52,440**	**19,441**	**12,969**	**108,472**
POSSESSIONS & OTHER AREAS	3	8		
U. S. & POSSESSIONS, ETC.	**52,443**	**19,449**	**12,969**	**108,472**
CANADA	19	41	6	
FOREIGN	47	405	4	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS		5		
GRAND TOTAL	**52,509**	**19,900**	**12,979**	**108,472**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	DROVERS JOURNAL	FARM JOURNAL	THE FARMER	FARMWEEK
MAINE	70	1,840		
NEW HAMPSHIRE	25	798		
VERMONT	46	2,399		4
MASSACHUSETTS	73	1,470		6
RHODE ISLAND	17	178		
CONNECTICUT	83	1,494		8
NEW ENGLAND	**314**	**6,179**		**18**
NEW YORK	573	18,704		43
NEW JERSEY	101	2,477		6
PENNSYLVANIA	755	25,521		95
MIDDLE ATLANTIC	**1,429**	**46,702**		**144**
OHIO	2,117	40,005		5,091
INDIANA	2,288	40,167		19,154
ILLINOIS	4,690	67,143		292
MICHIGAN	1,001	25,874		128
WISCONSIN	1,151	38,142		25
EAST NO. CENTRAL	**11,247**	**211,331**		**24,690**
MINNESOTA	2,057	54,088	69,461	24
IOWA	5,956	80,277		27
MISSOURI	4,499	40,603		30
NORTH DAKOTA	956	22.495	24,286	2
SOUTH DAKOTA	2,160	23,008	20,375	3
NEBRASKA	4,364	44,721		4
KANSAS	2,857	41,815		15
WEST NO. CENTRAL	**22,849**	**307,007**	**114,122**	**105**
DELAWARE	29	1,480		
MARYLAND	204	5,439		10
DISTRICT OF COLUMBIA	44	81		2
VIRGINIA	1,013	11,660		31
WEST VIRGINIA	551	3,736		57
NORTH CAROLINA	562	17,547		43
SOUTH CAROLINA	245	5,541		4
GEORGIA	867	12,673		18
FLORIDA	535	4,786		89
SOUTH ATLANTIC	**4,050**	**62,943**		**254**
KENTUCKY	1,747	14,079		2,035
TENNESSEE	1,503	14,869		349
ALABAMA	720	9,229		28
MISSISSIPPI	441	8,325		8
EAST SO. CENTRAL	**4,411**	**46,502**		**2,420**
ARKANSAS	1,034	11,254		6
LOUISIANA	418	6,359		15
OKLAHOMA	1,930	18,860		10
TEXAS	3,237	35,844		24
WEST SO. CENTRAL	**6,619**	**72,317**		**55**
MONTANA	882	13,266		1
IDAHO	655	10,196		2
WYOMING	653	3,902		1
COLORADO	1,634	12,667		9
NEW MEXICO	483	2,525		1
ARIZONA	331	2,258		6
UTAH	372	3,244		2
NEVADA	167	852		1
MOUNTAIN	**5,177**	**48,910**		**23**
ALASKA	22	172		1
WASHINGTON	491	10,987		3
OREGON	610	8,115		5
CALIFORNIA	929	14,975		21
HAWAII	35	118		1
PACIFIC	**2,087**	**34,367**		**31**
MISCELLANEOUS				
UNCLASSIFIED			1,559	
UNITED STATES	**58,183**	**838,258**	**115,681**	**27,740**
POSSESSIONS & OTHER AREAS	3	13		
U. S. & POSSESSIONS, ETC.	**58,186**	**838,271**	**115,681**	**27,740**
CANADA	173	158	46	
FOREIGN	12	264		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	12	60	5	
GRAND TOTAL	**58,383**	**838,753**	**115,733**	**27,740**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	HBJ FARM PUBLICATIONS UNIT	THE HIGH PLAINS JOURNAL	HOARD'S DAIRYMAN
MAINE			1	815
NEW HAMPSHIRE			2	613
VERMONT	1			2,312
MASSACHUSETTS	3		4	987
RHODE ISLAND				116
CONNECTICUT			13	930
NEW ENGLAND	**4**		**20**	**5,773**
NEW YORK	4		35	12,784
NEW JERSEY	4	2,659	19	682
PENNSYLVANIA	4	50,794	44	10,797
MIDDLE ATLANTIC	**12**	**53,453**	**98**	**24,263**
OHIO	5	82,332	58	6,848
INDIANA	4		44	3,870
ILLINOIS	7		138	4,054
MICHIGAN	3	57,623	26	6,252
WISCONSIN	1		42	25,066
EAST NO. CENTRAL	**20**	**139,955**	**308**	**46,090**
MINNESOTA	1		144	11,905
IOWA	1	98	522	5,003
MISSOURI	9	62,579	3,090	4,139
NORTH DAKOTA			185	927
SOUTH DAKOTA		149	497	1,343
NEBRASKA	1	46,187	9,147	1,649
KANSAS	3	46,160	23,898	2,392
WEST NO. CENTRAL	**15**	**155,173**	**37,483**	**27,358**
DELAWARE		797	7	146
MARYLAND	4	5,434	8	1,831
DISTRICT OF COLUMBIA	1		11	70
VIRGINIA	15		37	2,222
WEST VIRGINIA	1	3,350	6	476
NORTH CAROLINA	8		21	1,489
SOUTH CAROLINA	11		11	480
GEORGIA	87		25	1,047
FLORIDA	4,955		22	1,030
SOUTH ATLANTIC	**5,082**	**9,581**	**148**	**8,791**
KENTUCKY	6		29	3,869
TENNESSEE	15		32	2,754
ALABAMA	30		22	530
MISSISSIPPI	6		32	848
EAST SO. CENTRAL	**57**		**115**	**8,001**
ARKANSAS	4	164	157	1,297
LOUISIANA	10	86	31	676
OKLAHOMA		50,748	8,677	1,381
TEXAS	11	113,070	4,939	2,918
WEST SO. CENTRAL	**25**	**164,068**	**13,804**	**6,272**
MONTANA			125	305
IDAHO	1		70	892
WYOMING		342	313	103
COLORADO	1	12,390	6,271	668
NEW MEXICO	1	1,438	484	231
ARIZONA	2		115	306
UTAH	1		50	532
NEVADA			19	103
MOUNTAIN	**6**	**14,170**	**7,447**	**3,140**
ALASKA		20	9	78
WASHINGTON			55	1,961
OREGON			51	843
CALIFORNIA	5		192	2,900
HAWAII	5	13	2	39
PACIFIC	**10**	**33**	**309**	**5,821**
MISCELLANEOUS		7,490		
UNCLASSIFIED				
UNITED STATES	**5,231**	**543,923**	**59,732**	**135,509**
POSSESSIONS & OTHER AREAS	11			202
U. S. & POSSESSIONS, ETC.	**5,242**	**543,923**	**59,732**	**135,711**
CANADA	2	27	52	5,449
FOREIGN	21	15	9	2,222
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS		18		45
GRAND TOTAL	**5,265**	**543,983**	**59,793**	**143,427**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	HOGS TODAY	IDAHO FARMER-STOCKMAN	KANSAS FARMER	THE KENTUCKY FARMER
MAINE	29			
NEW HAMPSHIRE	15			
VERMONT	44			
MASSACHUSETTS	56			
RHODE ISLAND	4			
CONNECTICUT	38			1
NEW ENGLAND	**186**			**1**
NEW YORK	420			11
NEW JERSEY	92			
PENNSYLVANIA	1,712			5
MIDDLE ATLANTIC	**2,224**			**16**
OHIO	5,288			161
INDIANA	9,107			137
ILLINOIS	13,571			45
MICHIGAN	2,463			27
WISCONSIN	3,545			4
EAST NO. CENTRAL	**33,974**			**374**
MINNESOTA	11,575			4
IOWA	32,137			6
MISSOURI	7,407			36
NORTH DAKOTA	965			1
SOUTH DAKOTA	5,077	3		
NEBRASKA	9,848			1
KANSAS	3,994		52,804	1
WEST NO. CENTRAL	**71,003**	**3**	**52,804**	**49**
DELAWARE	108			
MARYLAND	326			10
DISTRICT OF COLUMBIA	4			2
VIRGINIA	784			39
WEST VIRGINIA	105			29
NORTH CAROLINA	1,976			23
SOUTH CAROLINA	622			15
GEORGIA	1,717			11
FLORIDA	342			51
SOUTH ATLANTIC	**5,984**			**180**
KENTUCKY	1,464			29,249
TENNESSEE	1,475			158
ALABAMA	663			11
MISSISSIPPI	308			1
EAST SO. CENTRAL	**3,910**			**29,419**
ARKANSAS	337			3
LOUISIANA	93			3
OKLAHOMA	447			4
TEXAS	873			22
WEST SO. CENTRAL	**1,750**			**32**
MONTANA	535	145		
IDAHO	243	13,855		1
WYOMING	107	42		
COLORADO	638			2
NEW MEXICO	50			
ARIZONA	126	22		7
UTAH	73	98		1
NEVADA	28	82		1
MOUNTAIN	**1,800**	**14,244**		**12**
ALASKA	9	7		1
WASHINGTON	198	128		2
OREGON	229	182		2
CALIFORNIA	543			12
HAWAII	19			1
PACIFIC	**998**	**317**		**18**
MISCELLANEOUS				
UNCLASSIFIED		162	946	
UNITED STATES	**121,829**	**14,726**	**53,750**	**30,101**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**121,829**	**14,726**	**53,750**	**30,101**
CANADA		6		30
FOREIGN		1		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			2	
GRAND TOTAL	**121,829**	**14,733**	**53,752**	**30,131**

Preliminary figures as filed with* Audit Bureau of Circulations *subject to audit.

	MICHIGAN FARMER	MISSOURI RURALIST	MONTANA FARMER-STOCKMAN	THE NATIONAL FUTURE FARMER
MAINE				307
NEW HAMPSHIRE				585
VERMONT				631
MASSACHUSETTS				958
RHODE ISLAND				267
CONNECTICUT				1,615
NEW ENGLAND				**4,363**
NEW YORK				5,509
NEW JERSEY				1,771
PENNSYLVANIA				10,422
MIDDLE ATLANTIC				**17,702**
OHIO				18,686
INDIANA				9,658
ILLINOIS				13,452
MICHIGAN	57,623			4,925
WISCONSIN				17,806
EAST NO. CENTRAL	**57,623**			**64,527**
MINNESOTA				11,632
IOWA				11,933
MISSOURI		62,579		16,757
NORTH DAKOTA			162	5,769
SOUTH DAKOTA			45	3,286
NEBRASKA				6,081
KANSAS				6,516
WEST NO. CENTRAL		**62,579**	**207**	**61,974**
DELAWARE				929
MARYLAND				2,159
DISTRICT OF COLUMBIA				161
VIRGINIA				13,256
WEST VIRGINIA				5,606
NORTH CAROLINA				15,549
SOUTH CAROLINA				4,511
GEORGIA				11,719
FLORIDA				11,722
SOUTH ATLANTIC				**65,612**
KENTUCKY				10,961
TENNESSEE				12,839
ALABAMA				21,891
MISSISSIPPI				8,767
EAST SO. CENTRAL				**54,458**
ARKANSAS				12,355
LOUISIANA				9,007
OKLAHOMA				15,909
TEXAS				47,874
WEST SO. CENTRAL				**85,145**
MONTANA			19,561	1,883
IDAHO			95	3,262
WYOMING			1,440	1,447
COLORADO				2,659
NEW MEXICO				2,784
ARIZONA			46	2,952
UTAH			13	1,638
NEVADA			22	524
MOUNTAIN			**21,177**	**17,149**
ALASKA			18	160
WASHINGTON			174	7,087
OREGON			80	3,304
CALIFORNIA				25,370
HAWAII			1	561
PACIFIC			**273**	**36,482**
MISCELLANEOUS				
UNCLASSIFIED	681	811	331	
UNITED STATES	**58,304**	**63,390**	**21,988**	**407,412**
POSSESSIONS & OTHER AREAS				2,172
U. S. & POSSESSIONS, ETC.	**58,304**	**63,390**	**21,988**	**409,584**
CANADA	2	1	22	7
FOREIGN			1	32
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	1	5		
GRAND TOTAL	**58,307**	**63,396**	**22,011**	**409,623**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	NEBRASKA FARMER	THE OHIO FARMER	OKLAHOMA FARMER-STOCKMAN	OREGON FARMER-STOCKMAN
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT				
NEW ENGLAND				
NEW YORK				
NEW JERSEY				
PENNSYLVANIA				
MIDDLE ATLANTIC				
OHIO		82,332		
INDIANA				
ILLINOIS				
MICHIGAN				
WISCONSIN				
EAST NO. CENTRAL		**82,332**		
MINNESOTA				
IOWA	98			
MISSOURI				
NORTH DAKOTA				
SOUTH DAKOTA	149			
NEBRASKA	46,102			
KANSAS	375			
WEST NO. CENTRAL	**46,724**			
DELAWARE				
MARYLAND				
DISTRICT OF COLUMBIA				
VIRGINIA				
WEST VIRGINIA				
NORTH CAROLINA				
SOUTH CAROLINA				
GEORGIA				
FLORIDA				
SOUTH ATLANTIC				
KENTUCKY				
TENNESSEE				
ALABAMA				
MISSISSIPPI				
EAST SO. CENTRAL				
ARKANSAS			164	
LOUISIANA				
OKLAHOMA			50,748	
TEXAS				
WEST SO. CENTRAL			**50,912**	
MONTANA				30
IDAHO				42
WYOMING	53			4
COLORADO	543			
NEW MEXICO				
ARIZONA				9
UTAH				5
NEVADA				47
MOUNTAIN	**596**			**137**
ALASKA	4		8	14
WASHINGTON				128
OREGON				15,295
CALIFORNIA				
HAWAII	1		4	
PACIFIC	**5**		**12**	**15,437**
MISCELLANEOUS	542		1,333	
UNCLASSIFIED		1,183		173
UNITED STATES	**47,867**	**83,515**	**52,257**	**15,747**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**47,867**	**83,515**	**52,257**	**15,747**
CANADA	8		4	3
FOREIGN	11			1
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	4	5		
GRAND TOTAL	**47,890**	**83,520**	**52,261**	**15,751**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	PENNSYLVANIA FARMER	PRAIRIE FARMER	PROGRESSIVE FARMER	SUCCESSFUL FARMING
MAINE		3		207
NEW HAMPSHIRE		6		124
VERMONT		1		417
MASSACHUSETTS		14		304
RHODE ISLAND		1		39
CONNECTICUT		6		275
NEW ENGLAND		**31**		**1,366**
NEW YORK		71		9,636
NEW JERSEY	2,659	38		736
PENNSYLVANIA	50,794	139		11,032
MIDDLE ATLANTIC	**53,453**	**248**		**21,404**
OHIO		1,068	8,567	27,715
INDIANA		53,448	7,728	32,805
ILLINOIS		77,118	10,324	62,184
MICHIGAN		967	673	20,046
WISCONSIN		702	726	30,563
EAST NO. CENTRAL		**133,303**	**28,018**	**173,313**
MINNESOTA		81	392	48,112
IOWA		152	5,110	57,865
MISSOURI		698	17,061	30,941
NORTH DAKOTA		4		24,308
SOUTH DAKOTA		7		23,775
NEBRASKA		28	654	30,757
KANSAS		32	8,787	27,476
WEST NO. CENTRAL		**1,002**	**32,004**	**243,234**
DELAWARE	797	4	1,459	827
MARYLAND	5,434	27	6,901	2,377
DISTRICT OF COLUMBIA		10	70	62
VIRGINIA		63	26,737	3,547
WEST VIRGINIA	3,350	7	8,150	372
NORTH CAROLINA		34	45,434	10,026
SOUTH CAROLINA		21	16,504	5,048
GEORGIA		31	32,021	11,833
FLORIDA		377	17,078	3,647
SOUTH ATLANTIC	**9,581**	**574**	**154,354**	**37,739**
KENTUCKY		827	29,447	7,128
TENNESSEE		147	38,958	9,101
ALABAMA		33	33,078	7,651
MISSISSIPPI		20	31,899	6,651
EAST SO. CENTRAL		**1,027**	**133,382**	**30,531**
ARKANSAS		33	28,983	8,045
LOUISIANA		13	21,550	3,789
OKLAHOMA		32	28,632	4,510
TEXAS		98	98,825	23,073
WEST SO. CENTRAL		**176**	**177,990**	**39,417**
MONTANA		8		6,153
IDAHO		5		3,740
WYOMING		4		2,199
COLORADO		58	636	7,578
NEW MEXICO		16	3,728	277
ARIZONA		88	2,593	725
UTAH		10		500
NEVADA		7		193
MOUNTAIN		**196**	**6,957**	**21,365**
ALASKA		6	36	118
WASHINGTON		24		4,016
OREGON		6		2,949
CALIFORNIA		134	877	2,113
HAWAII		3	15	73
PACIFIC		**173**	**928**	**9,269**
MISCELLANEOUS			975	
UNCLASSIFIED	608	8		
UNITED STATES	**63,642**	**136,738**	**534,608**	**577,638**
POSSESSIONS & OTHER AREAS			10	9
U. S. & POSSESSIONS, ETC.	**63,642**	**136,738**	**534,618**	**577,647**
CANADA		33	37	356
FOREIGN			195	453
UNCLASSIFIED		1		
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	1		99	50
GRAND TOTAL	**63,643**	**136,772**	**534,949**	**578,506**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	TEXAS FARMER-STOCKMAN	TOP PRODUCER	UTAH FARMER-STOCKMAN	WALLACES FARMER
MAINE		160		
NEW HAMPSHIRE		35		3
VERMONT		228		1
MASSACHUSETTS		51		11
RHODE ISLAND		5		
CONNECTICUT		101		8
NEW ENGLAND		**580**		**23**
NEW YORK		2,464		27
NEW JERSEY		266		21
PENNSYLVANIA		1,904		34
MIDDLE ATLANTIC		**4,634**		**82**
OHIO		7,102		55
INDIANA		10,706		39
ILLINOIS		22,113		492
MICHIGAN		5,185		49
WISCONSIN		4,856		115
EAST NO. CENTRAL		**49,964**		**750**
MINNESOTA		12,841		1,185
IOWA		21,546		78,196
MISSOURI		9,781		778
NORTH DAKOTA		8,297		12
SOUTH DAKOTA		10,143		239
NEBRASKA		16,484		503
KANSAS		13,677		119
WEST NO. CENTRAL		**92,769**		**81,032**
DELAWARE		332		2
MARYLAND		956		29
DISTRICT OF COLUMBIA		2		8
VIRGINIA		1,592		29
WEST VIRGINIA		156		1
NORTH CAROLINA		2,788		26
SOUTH CAROLINA		1,278		3
GEORGIA		2,563		20
FLORIDA		697		82
SOUTH ATLANTIC		**10,364**		**200**
KENTUCKY		2,402		18
TENNESSEE		2,266		17
ALABAMA		1,500		9
MISSISSIPPI		2,093		5
EAST SO. CENTRAL		**8,261**		**49**
ARKANSAS		3,134		53
LOUISIANA	86	1,598		6
OKLAHOMA		5,228		22
TEXAS	113,070	9,444		117
WEST SO. CENTRAL	**113,156**	**19,404**		**198**
MONTANA		4,604	14	10
IDAHO		[illegible]474	14	4
WYOMING		[illegible]236	154	8
COLORADO		[illegible]10		95
NEW MEXICO	1,347	[illegible]54		22
ARIZONA		342	22	166
UTAH		661	5,996	5
NEVADA		240	130	7
MOUNTAIN	**1,347**	**13,821**	**6,330**	**317**
ALASKA	4	21		5
WASHINGTON		1,931	11	24
OREGON		1,390	6	23
CALIFORNIA		2,785		210
HAWAII	7	4		2
PACIFIC	**11**	**6,131**	**17**	**264**
MISCELLANEOUS	1,075			
UNCLASSIFIED			81	4
UNITED STATES	**115,589**	**205,928**	**6,428**	**82,919**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**115,589**	**205,928**	**6,428**	**82,919**
CANADA	6		3	9
FOREIGN			1	
UNCLASSIFIED				3
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**115,595**	**205,928**	**6,432**	**82,931**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	WASHINGTON FARMER-STOCKMAN	WESTERN FARMER-STOCKMAN MAGAZINES	WESTERN LIVESTOCK JOURNAL	WISCONSIN AGRICULTURIST	WYOMING STOCKMAN-FARMER
MAINE			4	2	
NEW HAMPSHIRE			8		
VERMONT			3	2	
MASSACHUSETTS			20	3	
RHODE ISLAND					
CONNECTICUT			12	1	
NEW ENGLAND			**47**	**8**	
NEW YORK			43	6	
NEW JERSEY			19	4	
PENNSYLVANIA			37	9	
MIDDLE ATLANTIC			**99**	**19**	
OHIO			65	7	
INDIANA			63	12	
ILLINOIS			180	379	
MICHIGAN			41	115	
WISCONSIN			51	47,888	
EAST NO. CENTRAL			**400**	**48,401**	
MINNESOTA			135	140	
IOWA			247	54	
MISSOURI			249	15	
NORTH DAKOTA	4	173	207	4	
SOUTH DAKOTA		63	333	2	
NEBRASKA			715	6	
KANSAS			709	5	
WEST NO. CENTRAL	**4**	**236**	**2,595**	**226**	
DELAWARE			2	1	
MARYLAND			23	2	
DISTRICT OF COLUMBIA			7	1	
VIRGINIA			34	3	
WEST VIRGINIA			4	2	
NORTH CAROLINA			47	8	
SOUTH CAROLINA			16		
GEORGIA			42	7	
FLORIDA			63	43	
SOUTH ATLANTIC			**238**	**67**	
KENTUCKY			38	4	
TENNESSEE			57	11	
ALABAMA			48	1	
MISSISSIPPI			21		
EAST SO. CENTRAL			**164**	**16**	
ARKANSAS			105	10	
LOUISIANA			62	3	
OKLAHOMA			907	5	
TEXAS			1,548	14	
WEST SO. CENTRAL			**2,622**	**32**	
MONTANA	111	19,886	620	1	
IDAHO	132	14,145	804	5	
WYOMING	5	1,650	587	2	4,164
COLORADO		19	1,419	8	
NEW MEXICO		96	361	5	
ARIZONA	16	2,057	626	42	
UTAH	12	6,138	539	4	
NEVADA		294	779	2	
MOUNTAIN	**276**	**44,285**	**5,735**	**69**	**4,164**
ALASKA	12	56	18	2	
WASHINGTON	20,408	20,734	725	10	
OREGON	126	15,703	1,725	8	
CALIFORNIA		317	6,500	26	
HAWAII		3	29	3	
PACIFIC	**20,546**	**36,813**	**8,997**	**49**	
MISCELLANEOUS					
UNCLASSIFIED	156	1,784		4	247
UNITED STATES	**20,982**	**83,118**	**20,897**	**48,891**	**4,411**
POSSESSIONS & OTHER AREAS			4		
U. S. & POSSESSIONS, ETC.	**20,982**	**83,118**	**20,901**	**48,891**	**4,411**
CANADA	6	42	203	1	
FOREIGN	1	8	18	1	
UNCLASSIFIED					
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL	**20,989**	**83,168**	**21,122**	**48,893**	**4,411**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	FARM JOURNAL - CROP EDITIONS ONLY			
	CORN MARKET	CORN MARKET-NORTH	CORN MARKET-SOUTH	WHEAT MARKET
MAINE	1,840	1,840		
NEW HAMPSHIRE	798	798		
VERMONT	2,399	2,399		
MASSACHUSETTS	1,470	1,470		
RHODE ISLAND	178	178		
CONNECTICUT	1,494	1,494		
NEW ENGLAND	**8,179**	**8,179**		
NEW YORK	18,704	18,704		
NEW JERSEY	2,477	2,477		
PENNSYLVANIA	25,521	25,521		
MIDDLE ATLANTIC	**46,702**	**46,702**		
OHIO	40,005	40,005		
INDIANA	40,167	40,167		
ILLINOIS	67,143	67,143		
MICHIGAN	25,874	25,874		
WISCONSIN	38,142	38,142		
EAST NO. CENTRAL	**211,331**	**211,331**		
MINNESOTA	54,088	54,088		54,088
IOWA	80,277	80,277		
MISSOURI	40,603	40,603		
NORTH DAKOTA	22,495	22,495		22,495
SOUTH DAKOTA	23,008	23,008		23,008
NEBRASKA	44,721	44,721		44,721
KANSAS	41,815	41,815		41,815
WEST NO. CENTRAL	**307,007**	**307,007**		**186,127**
DELAWARE	1,480	1,480		
MARYLAND	5,439	5,439		
DISTRICT OF COLUMBIA	81	81		
VIRGINIA	11,660		11,660	
WEST VIRGINIA	3,736		3,736	
NORTH CAROLINA	17,547		17,547	
SOUTH CAROLINA	5,541		5,541	
GEORGIA	12,673		12,673	
FLORIDA	4,786		4,786	
SOUTH ATLANTIC	**62,943**	**7,000**	**55,943**	
KENTUCKY	14,079		14,079	
TENNESSEE	14,869		14,869	
ALABAMA	9,229		9,229	
MISSISSIPPI				
EAST SO. CENTRAL	**38,177**		**38,177**	
ARKANSAS				
LOUISIANA				
OKLAHOMA				18,860
TEXAS				35,844
WEST SO. CENTRAL				**54,704**
MONTANA				13,266
IDAHO				10,196
WYOMING				3,902
COLORADO	12,667	12,667		12,667
NEW MEXICO				2,525
ARIZONA				
UTAH				3,244
NEVADA				
MOUNTAIN	**12,667**	**12,667**		**45,800**
ALASKA				172
WASHINGTON				10,987
OREGON				8,115
CALIFORNIA				
HAWAII				
PACIFIC				**19,274**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**687,006**	**592,886**	**94,120**	**305,905**
POSSESSIONS & OTHER AREAS	13	13		13
U. S. & POSSESSIONS, ETC.	**687,019**	**592,899**	**94,120**	**305,918**
CANADA	158	158		158
FOREIGN	264	264		264
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	60	60		60
GRAND TOTAL	**687,501**	**593,381**	**94,120**	**306,400**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	FARM JOURNAL - CROP EDITIONS ONLY			
	SOYBEAN MARKET	SOYBEAN MARKET-NORTH	SOYBEAN MARKET-SOUTH	SORGHUM MARKET
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT				
NEW ENGLAND				
NEW YORK				
NEW JERSEY	2,477		2,477	
PENNSYLVANIA				
MIDDLE ATLANTIC	**2,477**		**2,477**	
OHIO	40,005	40,005		
INDIANA	40,167	40,167		
ILLINOIS	67,143	67,143		
MICHIGAN	25,874	25,874		
WISCONSIN				
EAST NO. CENTRAL	**173,189**	**173,189**		
MINNESOTA	54,088	54,088		
IOWA	80,277	80,277		
MISSOURI	40,603	40,603		40,603
NORTH DAKOTA	22,495	22,495		22,495
SOUTH DAKOTA	23,008	23,008		23,008
NEBRASKA	44,721	44,721		44,721
KANSAS	41,815	41,815		41,815
WEST NO. CENTRAL	**307,007**	**307,007**		**172,642**
DELAWARE	1,480		1,480	
MARYLAND	5,439		5,439	
DISTRICT OF COLUMBIA	81		81	
VIRGINIA	11,660		11,660	
WEST VIRGINIA	3,736		3,736	
NORTH CAROLINA	17,547		17,547	
SOUTH CAROLINA	5,541		5,541	
GEORGIA	12,673		12,673	
FLORIDA	4,786		4,786	
SOUTH ATLANTIC	**62,943**		**62,943**	
KENTUCKY	14,079		14,079	
TENNESSEE	14,869		14,869	
ALABAMA	9,229		9,229	
MISSISSIPPI	8,325		8,325	8,325
EAST SO. CENTRAL	**46,502**		**46,502**	**8,325**
ARKANSAS	11,254		11,254	11,254
LOUISIANA	6,359		6,359	6,359
OKLAHOMA				18,860
TEXAS				35,844
WEST SO. CENTRAL	**17,613**		**17,613**	**72,317**
MONTANA				
IDAHO				
WYOMING				
COLORADO				12,667
NEW MEXICO				2,525
ARIZONA				
UTAH				
NEVADA				
MOUNTAIN				**15,192**
ALASKA				
WASHINGTON				
OREGON				
CALIFORNIA				
HAWAII				
PACIFIC				
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**609,731**	**480,196**	**129,535**	**268,476**
POSSESSIONS & OTHER AREAS	13	13		
U. S. & POSSESSIONS, ETC.	**609,744**	**480,209**	**129,535**	**268,476**
CANADA	158	158		
FOREIGN	264	264		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	60	60		
GRAND TOTAL	**610,226**	**480,691**	**129,535**	**268,476**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

		SUCCESSFUL FARMING LIVESTOCK INVOLVEMENT PAID	
	HOG	BEEF	DAIRY
MAINE	50	82	87
NEW HAMPSHIRE	41	52	73
VERMONT	49	124	336
MASSACHUSETTS	94	132	148
RHODE ISLAND	17	24	15
CONNECTICUT	70	108	120
NEW ENGLAND	**321**	**522**	**779**
NEW YORK	1,896	3,662	6,089
NEW JERSEY	165	243	215
PENNSYLVANIA	3,844	7,431	6,186
MIDDLE ATLANTIC	**5,905**	**11,336**	**12,490**
OHIO	10,779	14,501	6,865
INDIANA	14,065	15,425	5,000
ILLINOIS	26,882	33,815	9,790
MICHIGAN	5,933	9,131	6,227
WISCONSIN	11,491	23,348	22,897
EAST NO. CENTRAL	**69,150**	**96,220**	**50,779**
MINNESOTA	22,872	25,737	17,592
IOWA	38,294	37,718	10,787
MISSOURI	18,293	25,163	8,994
NORTH DAKOTA	4,500	11,866	3,485
SOUTH DAKOTA	12,814	17,205	7,578
NEBRASKA	14,109	21,174	3,677
KANSAS	17,718	22,839	10,423
WEST NO. CENTRAL	**128,600**	**161,702**	**62,536**
DELAWARE	43	49	33
MARYLAND	119	161	119
DISTRICT OF COLUMBIA	24	31	21
VIRGINIA	260	343	226
WEST VIRGINIA	60	79	55
NORTH CAROLINA	246	269	194
SOUTH CAROLINA	88	113	71
GEORGIA	189	239	132
FLORIDA	284	328	198
SOUTH ATLANTIC	**1,313**	**1,612**	**1,049**
KENTUCKY	354	488	260
TENNESSEE	341	445	247
ALABAMA	191	297	142
MISSISSIPPI	116	145	93
EAST SO. CENTRAL	**1,002**	**1,375**	**742**
ARKANSAS	217	284	170
LOUISIANA	83	115	71
OKLAHOMA	281	556	226
TEXAS	686	1,012	536
WEST SO. CENTRAL	**1,267**	**1,967**	**1,003**
MONTANA	1,732	4,158	824
IDAHO	1,272	2,731	1,100
WYOMING	505	1,719	356
COLORADO	2,232	5,341	1,327
NEW MEXICO	76	171	61
ARIZONA	252	370	156
UTAH	122	312	138
NEVADA	53	125	46
MOUNTAIN	**6,244**	**14,927**	**4,008**
ALASKA	41	60	40
WASHINGTON	739	2,094	760
OREGON	678	1,775	592
CALIFORNIA	619	1,010	544
HAWAII	31	24	20
PACIFIC	**2,108**	**4,963**	**1,956**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**215,910**	**294,624**	**135,342**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**215,910**	**294,624**	**135,342**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**215,910**	**294,624**	**135,342**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	SUCCESSFUL FARMING LIVESTOCK EDITIONS NON-PAID HOG	BEEF	DAIRY
MAINE			
NEW HAMPSHIRE			
VERMONT			
MASSACHUSETTS			
RHODE ISLAND			
CONNECTICUT			
NEW ENGLAND			
NEW YORK			
NEW JERSEY			
PENNSYLVANIA			
MIDDLE ATLANTIC			
OHIO			
INDIANA			
ILLINOIS			
MICHIGAN			
WISCONSIN			
EAST NO. CENTRAL			
MINNESOTA			
IOWA			
MISSOURI			
NORTH DAKOTA			
SOUTH DAKOTA			
NEBRASKA			
KANSAS			
WEST NO. CENTRAL			
DELAWARE	134	443	49
MARYLAND	371	1,104	321
DISTRICT OF COLUMBIA			
VIRGINIA	1,007	2,818	509
WEST VIRGINIA	68	167	65
NORTH CAROLINA	1,840	7,173	404
SOUTH CAROLINA	993	4,127	255
GEORGIA	2,174	8,153	239
FLORIDA	409	1,685	36
SOUTH ATLANTIC	**6,996**	**25,670**	**1,878**
KENTUCKY	1,244	3,761	481
TENNESSEE	1,836	5,057	553
ALABAMA	1,165	4,718	168
MISSISSIPPI	754	4,281	162
EAST SO. CENTRAL	**4,999**	**17,817**	**1,364**
ARKANSAS	987	4,113	62
LOUISIANA	298	2,511	46
OKLAHOMA	541	2,673	71
TEXAS	3,472	14,003	221
WEST SO. CENTRAL	**5,298**	**23,300**	**400**
MONTANA			
IDAHO			
WYOMING			
COLORADO			
NEW MEXICO			
ARIZONA			
UTAH			
NEVADA			
MOUNTAIN			
ALASKA			
WASHINGTON			
OREGON			
CALIFORNIA			
HAWAII			
PACIFIC			
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**17,293**	**66,787**	**3,642**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**17,293**	**66,787**	**3,642**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**17,293**	**66,787**	**3,642**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

			COUNTRY GUIDE DEMOGRAPHIC EDITIONS ONLY		
	CATTLEMEN	COUNTRY GUIDE	HOG GUIDE	DAIRY GUIDE	CORN-SOY GUIDE
NEWFOUNDLAND	38	402	20	40	
NOVA SCOTIA	540	5,149	249	581	
PRINCE EDWARD ISLAND	208	2,211	377	415	
NEW BRUNSWICK	783	6,446	267	581	
QUEBEC	880	4,238	252	755	4,238
ONTARIO	13,346	62,916	10,850	11,453	62,916
MANITOBA	3,291	23,734	2,830	2,345	
SASKATCHEWAN	6,248	47,565	3,991	3,236	
ALBERTA	11,202	48,180	5,672	4,421	
BRITISH COLUMBIA	2,252	10,071	570	963	
NORTHWEST TERRITORIES	7	80	2	1	
YUKON TERRITORY	13	73	2	2	
MISCELLANEOUS					
UNCLASSIFIED					
TOTAL CANADA	**38,808**	**211,065**	**25,082**	**24,793**	**67,154**
BRITISH COMMONWEALTH	6	15	1	1	
UNITED STATES	99	145	25	24	
FOREIGN	37	100	17	20	
UNCLASSIFIED					
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL	**38,950**	**211,325**	**25,125**	**24,838**	**67,154**

	COUNTRY LIFE IN BRITISH COLUMBIA*	GRAINEWS	LA TERRE DE CHEZ NOUS	LE BULLETIN DES AGRICULTEURS	THE WESTERN PRODUCER
NEWFOUNDLAND		6	3	1	12
NOVA SCOTIA		39	4	3	114
PRINCE EDWARD ISLAND		39	4	3	37
NEW BRUNSWICK		32	283	1,876	130
QUEBEC		97	45,785	76,494	179
ONTARIO		885	596	2,133	2,462
MANITOBA		11,992	19	9	12,382
SASKATCHEWAN		28,569	5	8	68,944
ALBERTA		20,568	18	42	31,823
BRITISH COLUMBIA		1,485	4	6	11,517
NORTHWEST TERRITORIES		6	1	1	66
YUKON TERRITORY		13			96
MISCELLANEOUS		6			
UNCLASSIFIED					
TOTAL CANADA		**63,737**	**46,722**	**80,576**	**127,762**
BRITISH COMMONWEALTH					19
UNITED STATES		646	15	5	117
FOREIGN		187	53	23	20
UNCLASSIFIED		6			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL		**64,576**	**46,790**	**80,604**	**127,918**

*Publisher's Statement Not Filed By Press Time.

ABC Religious Publications

United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

	AVERAGES FOR 6 MONTHS ENDED 12/31/87			AVERAGES FOR 6 MOS. ENDED 12/31/86	
PUBLICATION NAME	SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	TOTAL PAID	% OF INCREASE OR DECREASE
U.S.					
CATHOLIC NEW YORK	129,102		129,102#	128,734	+0.3
JEWISH EXPONENT	51,010	37	51,047	51,484	+0.8
THE JEWISH NEWS	22,755		22,755	21,290	+6.9
THE JEWISH WEEK	85,256	745	86,001	84,047	+2.3
THE LONG ISLAND CATHOLIC	135,035		135,035#	136,697	+1.2
THE TABLET	77,107	20,021	97,128#	89,185	+8.9

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  How to Read an ABC Business Publication Publisher's Statement

  How to Read an ABC Newspaper Audit Report

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A3385-3.4 U 3/88

March 11, 1988

SUPPLEMENT TO ABC PERIODICAL FAS-FAX

Circulation Averages for period ended December 31, 1987

This supplement provides circulation data on publications that filed their regular December 31, 1987 Publisher's Statements subsequent to preparations of FAS-FAX report. Also, corrections to data shown in the original report have been included in the supplement. Figures underlined indicate corrections.

Audit Bureau of Circulations
900 N. Meacham Road
Schaumburg, IL 60173-4968

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
U.S.											
ADVENTURE ROAD	3	.50	1,536,566		1,536,566	1,569,951		1,569,951	-2.1		-2.1
ARCHIE COMIC GROUP				2,457,517	2,457,517		2,106,086	2,106,086		+16.7	+16.7
AUTOWEEK	26	1.25	194,118	4,403	198,521	172,239	3,584	175,823	+12.7	+22.9	+12.9
BEAUTY DIGEST	3	1.95	189,145	78,558	267,703	145,200	75,232	220,432	+30.3	+4.4	+21.4
BOP	6	1.95	18,029	181,365	199,394	20,166	156,749	176,915	-10.6	+15.7	+12.7
BUSINESS FORMS & SYSTEMS	12	7.50	6,541		6,541	6,008		6,008	+8.9		+8.9
CAROLINA COUNTRY	6		333,560		333,560						
CHERI	6	3.95		210,552	210,552		218,134	218,134		-3.5	-3.5
COMPUTER SHOPPER	6	2.95	99,524	119,511	219,035	51,111	83,920	135,031	+94.7	+42.4	+62.2
CONSUMERS DIGEST	3	2.00	704,222	52,692	756,914	867,154	34,516	901,670	-18.8	+52.7	-16.1
COUNTRY JOURNAL	6	1.95	279,106	26,394	305,500	311,315	22,973	334,288	-10.3	+14.9	-8.6
DELL CROSSWORD PUZZLES	6	1.50	36,755	168,084	204,839	45,983	191,583	237,566	-20.1	-12.3	-13.8
DELL CROSSWORD SPECIAL	3	1.75	9,283	210,062	219,345	9,460	195,933	205,393	-1.9	+7.2	+6.8
DELL CROSSWORDS AND VARIETY PUZZLES	3	1.50	5,349	137,787	143,136	6,039	148,966	155,005	-11.4	-7.5	-7.7
DELL PENCIL PUZZLES AND WORD GAMES	6	1.50	20,584	160,552	181,136	16,744	166,967	183,711	+22.9	-3.8	-1.4
DELL PUZZLE MAGAZINE GROUP			133,691	1,268,498	1,402,189	144,022	1,358,617	1,502,639	-7.2	-6.6	-6.7
DELL WORD SEARCH PUZZLES	6	1.25	11,174	119,593	130,767	14,709	139,467	154,176	-24.0	-14.2	-15.2
DIRT BIKE	6	2.00	39,927	90,337	130,264	40,809	101,338	142,147	-2.2	-10.9	-8.4
DR. DOBB'S JOURNAL OF SOFTWARE TOOLS	6	2.95	40,577	15,673	56,250	38,676	11,971	50,647@	+4.9	+30.9	+11.1
FINE HOMEBUILDING	3	3.95	178,447	43,023	221,470						
FISHING WORLD	3	1.50	337,084	8,173	345,257	296,971	9,406	306,377	+13.5	-13.1	+12.7
FIVE GREAT ROMANCES & WORLD'S GREATEST LOVE STORIES	3	1.75	528,081		528,081	478,237		478,237	+10.4		+10.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
GAMES	2	2.00	548,993	82,649	631,642	570,153	92,226	662,379	-3.7	-10.4	-4.6
GOLF ILLUSTRATED	5	1.95	234,059	31,590	265,649	148,693	38,639	187,332	+57.4	-18.2	+41.8
HARVARD BUSINESS REVIEW	3	8.50	209,981	5,446	215,427	203,530	3,507	207,037	+3.2	+55.3	+4.1
HIGH SOCIETY	6	4.25		256,342	256,342		262,786	262,786		-2.5	-2.5
HOME & AWAY	3	1.00	1,696,923		1,696,923	1,682,352		1,682,352	+0.9		+0.9
LADY'S CIRCLE	3	1.75	9,480	55,928	65,408	9,301	64,292	73,593	+1.9	-13.0	-11.1
LEARNING 87	4	2.50	250,727		250,727	218,482		218,482	+14.8		+14.8
LIFE	7	2.50	1,038,548	606,864	1,645,412	1,007,032	711,694	1,718,726	+3.1	-14.7	-4.3
NATIONAL ENQUIRER	26	.75	443,566	3,939,661	4,383,227	436,746	3,944,496	4,381,242	+1.6	-0.1	+0.0
NEW BODY	3	2.50		85,226	85,226		79,997	79,997		+6.5	+6.5
NEW JERSEY MONTHLY	6	2.00	88,876	15,071	103,947	90,056	15,007	105,063	-1.3	+0.4	-1.1
OFFICIAL CROSSWORD PUZZLES	6	1.50	25,376	164,890	190,266	22,806	177,500	200,306	+11.3	-7.1	-5.0
OFFICIAL PENCIL PUZZLES & WORD GAMES	3	1.50	11,496	155,491	166,987	12,446	158,567	171,013	-7.6	-1.9	-2.4
OFFICIAL WORD SEARCH PUZZLES	6	1.25	3,480	67,405	70,885	3,740	77,417	81,157	-7.0	-12.9	-12.7
PERFORMANCE HORSEMAN	6	2.95	26,068	622	26,690	27,399	681	28,080	-4.9	-8.7	-5.0
POCKET CROSSWORD PUZZLES	6	1.25	10,194	84,634	94,828	12,095	102,217	114,312	-15.7	-17.2	-17.0
PSYCHOLOGY TODAY	6	1.95	875,798	86,776	962,574	817,476	84,295	901,771	+7.1	+2.9	+6.7
PURE-BRED DOGS-AMERICAN KENNEL GAZETTE	6	3.00	57,015	401	57,416	49,349	363	49,712	+15.5	+10.5	+15.5
SAILING WORLD	6	1.75	41,009	11,618	52,627	34,573	13,213	47,786	+18.6	-12.1	+10.1
SHUTTERBUG	6	2.00	36,363	19,547	55,910	24,349	13,983	38,332	+49.3	+39.8	+45.9
SOUTHERN MAGAZINE	6	2.00	232,789	9,097	241,886	181,858	14,203	196,061	+28.0	-36.0	+23.4
SPECTRUM	6		270,355		270,355	256,073		256,073	+5.6		+5.6
STAR COMICS	6	1.00	34,483	418,133	452,616	29,666	510,337	540,003@	+16.2	-18.1	-16.2
VIDEO REVIEW	6	1.95	387,431	72,246	459,677	359,641	83,506	443,147	+7.7	-13.5	+3.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/87			AVERAGES FOR SIX MONTHS ENDED 12/31/86			% OF INCREASE OR DECREASE		
			SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
WOMEN'S SPORTS AND FITNESS	6	1.75	343,511	8,341	351,852	231,609	4,982	236,591	+48.3	+67.4	+48.7
CANADA											
CANADIAN BUSINESS	6	3.95	76,168	7,884	84,052	85,190	8,770	93,960	-10.6	-10.1	-10.5
THE FINANCIAL POST	30	1.25	189,464	9,521	198,985 *	177,465	9,786	187,251	+6.8	-2.7	+6.3
THE NEWFOUNDLAND HERALD	26	1.00	984	37,810	38,794	1,047	35,314	36,361	-6.0	+7.1	+6.7

*Averages for 7 months ended 1/31/88.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/87	12/31/86
U.S.					
ADVERTISING AGE	91,462		91,462	90,702	89,379
ADWEEK	61,289	3,402	64,691	66,354	69,794
ADWEEK NETWORK	71,483	23,492	94,975	84,372	81,862
ADWEEK'S MARKETING WEEK	10,194	20,090	30,284	18,018	12,068
AGRICULTURAL ENGINEERING	8,809		8,809	8,932	9,150
AMERICAN GLASS REVIEW	964	550	1,514	1,407	1,357
AMERICAN HEALTH:FITNESS OF BODY AND MIND: WAITING ROOM EDITION		100,000	100,000	60,029@	67,132@
THE AMERICAN JOURNAL OF CARDIOLOGY	21,449	6,115	27,564	22,552	22,461
THE AMERICAN JOURNAL OF MEDICINE	30,815	7,270	38,085	33,267	34,228
AMERICAN JOURNAL OF NURSING	266,344		266,344	257,133	275,413
THE AMERICAN JOURNAL OF SURGERY	16,598	3,603	20,201	17,235	17,131
AMERICAN PAINT & COATINGS JOURNAL	4,258	1,090	5,348	5,256	5,385
AQUACULTURE MAGAZINE	5,813		5,813	5,589	5,680
ART DIRECTION	7,923		7,923	8,415	8,650
ARTS AND ACTIVITIES	24,114		24,114	18,853	19,593
ASSOCIATION MANAGEMENT	17,132		17,132	16,437	15,364
THE BUSINESS JOURNAL-SERVING GREATER SACRAMENTO	11,837		11,837	11,089	10,251
CATALOG AGE	378	12,395	12,773	12,567	12,759
CHANNELS, THE BUSINESS OF COMMUNICATIONS	7,530	21,253	28,783	24,676	28,109
CHEMICAL ENGINEERING	57,179	12,111	69,290	66,686	62,580
CHEMICAL WEEK	36,340	12,116	48,456	49,928	49,105
CINCINNATI BUSINESS COURIER	8,684		8,684	7,830	7,180
CLASSROOM COMPUTER LEARNING	20,467	58,935	79,402	71,638	78,328

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				6/30/87	12/31/86
COMMERCIAL WEST	2,892	1,937	4,829	4,453	4,685
CRAIN'S DETROIT BUSINESS	26,911	4,452	31,363	31,422	31,429
DALLAS/FORT WORTH BUSINESS JOURNAL	7,510	27,420	34,930	39,513	39,407
DATA COMMUNICATIONS	43,218	11,810	55,028	53,918	50,894
DIRECT MARKETING MAGAZINE	15,207		15,207	17,581	17,096
DISCOUNT STORE NEWS	24,496	523	25,019	26,194	26,149
ELECTRONIC MEDIA	12,010	13,006	25,016	24,694	24,219
ELECTRONIC SERVICING & TECHNOLOGY	41,178		41,178	43,168	46,772
EMERGENCY	23,648		23,648	23,665	22,621
ENERGY USER NEWS	12,146		12,146	12,980	13,929
ENR	95,553		95,553	97,597	99,085
FEEDSTUFFS	14,119	4,696	18,815	17,717	18,866
FINANCIAL ANALYSTS JOURNAL	19,951		19,951	19,105	19,341
FIRE ENGINEERING	36,230		36,230	37,576	38,300
FOOD TECHNOLOGY	22,760	2,551	25,311	24,885	24,875
FRAMES	20,395		20,395	20,541	20,461
THE JOURNAL OF ACCOUNTANCY	297,081		297,081	291,373	286,077
JOURNAL WATER POLLUTION CONTROL FEDERATION	27,422		27,422	25,847	28,605
LIBRARY JOURNAL	23,992		23,992	25,258	24,296
LOS ANGELES BUSINESS JOURNAL	11,001	49,592	60,593	60,421	49,132
THE MANUFACTURING CONFECTIONER	2,773	702	3,475	3,310	3,207
NATIONAL PETROLEUM NEWS	13,221		13,221	13,580	13,860
THE NATIONAL PROVISIONER	8,630		8,630	8,890	8,953
ORLANDO BUSINESS JOURNAL	4,679	7,964	12,643	13,240	
PACIFIC BUSINESS NEWS	13,303		13,303	13,240	13,108

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/87

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 6/30/87	12/31/86
PITTSBURGH BUSINESS TIMES-JOURNAL	9,002		9,002	9,041	9,114
POLICE MAGAZINE	36,694		36,694	33,345	32,539@
THE POULTRY TIMES	12,320		12,320	11,978	12,476
PUBLIC RELATIONS JOURNAL	17,702		17,702	17,508	16,920
PUBLISHERS WEEKLY	36,435		36,435	35,801	35,354
RSC REFRIGERATION SERVICE & CONTRACTING	30,164		30,164	30,459	26,556
RESTAURANTS & INSTITUTIONS		138,064	138,064	138,035	134,253
RISK MANAGEMENT	10,290		10,290	10,210	9,993
SCHOOL ARTS	19,093	2,326	21,419	20,894	24,248
SCHOOL BUSINESS AFFAIRS	6,105		6,105	6,055	6,248
SCHOOL LIBRARY JOURNAL	40,489		40,489	41,145	41,249
SEA POWER	55,185	4,552	59,737	57,291	55,661
T.H.E. JOURNAL: TECHNOLOGICAL HORIZONS IN EDUCATION		95,500	95,500	88,266	84,647
TRAVEL WEEKLY	43,281		43,281	42,442	42,252
UNDERWRITERS' REPORT	5,482		5,482	5,443	5,338
UPSCALE DISCOUNTING	433	12,467	12,900	13,083	10,352
WJR (WASHINGTON JOURNALISM REVIEW)	16,122	10,399	26,521	26,366	30,226
WATER & WASTES DIGEST		97,600	97,600	94,621	100,703
WINES & VINES	4,258		4,258	4,387	4,802
REFERENCE PERIODICALS					
DATA SOURCES	15,003		15,003	15,161	15,845

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	LE BULLETIN DES AGRICULTEURS
NEWFOUNDLAND	1
NOVA SCOTIA	3
PRINCE EDWARD ISLAND	3
NEW BRUNSWICK	1,876
QUEBEC	76,108
ONTARIO	2,133
MANITOBA	9
SASKATCHEWAN	8
ALBERTA	42
BRITISH COLUMBIA	6
NORTHWEST TERRITORIES	1
YUKON TERRITORY	
MISCELLANEOUS	
UNCLASSIFIED	
TOTAL CANADA	**80,190**
BRITISH COMMONWEALTH	
UNITED STATES	5
FOREIGN	23
UNCLASSIFIED	
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	
GRAND TOTAL	**80,218**

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FAS-FAX:

United States and Canadian Periodicals

Circulation averages
for six months ended
June 30, 1988

Magazines, Farm Publications, Business Publications, and Religious Publications

Preliminary figures subject to audit as filed with:

Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

INFORMATION FOR THE USERS OF THIS REPORT

FAS-FAX for ABC Periodicals is divided into four sections: Magazines, Business Publications, Farm Publications and Religious Publications. Each section is color coded for easy identification and includes separate listings of U.S. and Canadian publications.

As in the case of all data filed with ABC, the figures are subject to confirmation by regularly scheduled audits. If there is a difference of 5% or more between the publisher's figures and the auditor's findings, then the comparison figures shown in FAS-FAX are adjusted to the auditor's findings. Additional detailed information for each listed publication is contained in its Publisher's Statement and Audit Report.

@ Indicates that the comparison figures have been adjusted to the auditor's findings.

"Publisher's Statement Not Filed By Press Time" indicates that the Publisher's Statement has not been filed prior to the closing date of this issue of FAS-FAX.

The Farm Publications section includes a state or province breakdown for each publication. These breakdowns report the combined paid circulation and qualified non-paid circulation by geographic area This is followed by a similar breakdown of those demographic editions reported in the Publisher's Statements.

Business Publications reporting on the Optional Paid Circulation (Ivory) Form and Request and Paid Circulation (Gray) Form report an analysis of nonpaid circulation to field served.

Religious Publications reporting on the Congregation-Wide Plan are identified with a cross-hatch symbol.

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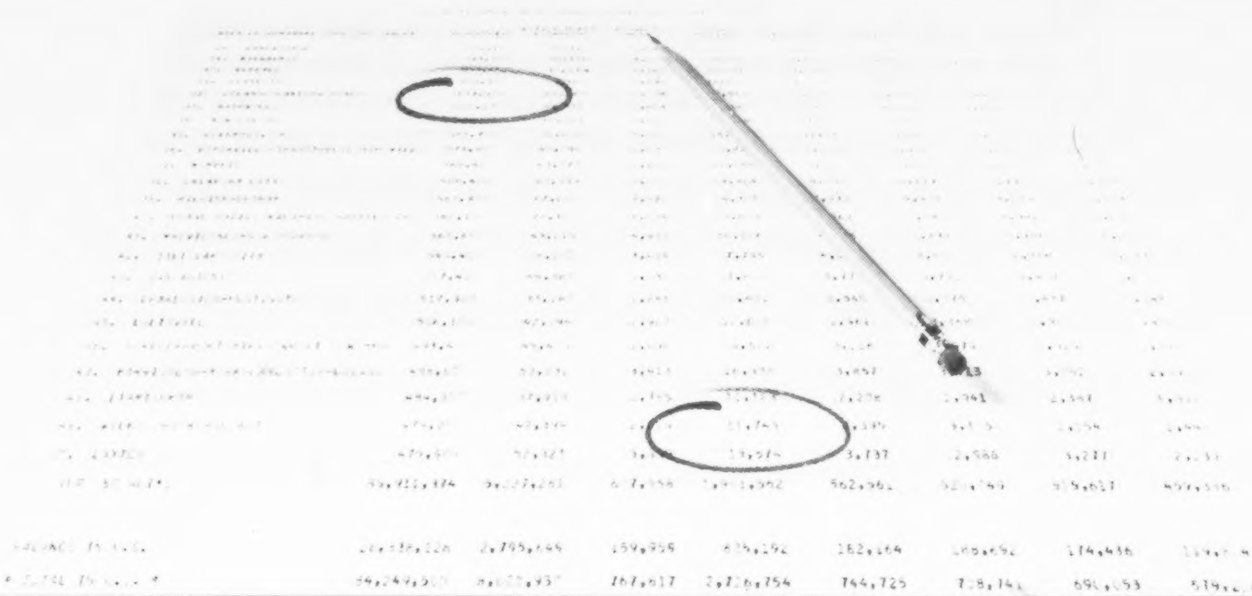

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
U.S.											
ADVENTURE ROAD	3	.50	1,485,101		1,485,101	1,530,559		1,530,559	-3.0		-3.0
AIR & SPACE/SMITHSONIAN	3	3.50	292,186	13,727	305,913	302,410	5,972	308,382	-3.4	+129.9	-0.8
AIR FORCE TIMES	26	1.75	80,957	10,686	91,643	77,266	10,530	87,796	+4.8	+1.5	+4.4
THE AOPA PILOT	6	2.00	266,888		266,888	256,044		256,044	+4.2		+4.2
ALASKA, THE MAGAZINE OF LIFE ON THE LAST FRONTIER	6	2.95	195,902	21,334	217,236	188,983	23,905	212,888	+3.7	-10.8	+2.0
ALFRED HITCHCOCK & ELLERY QUEEN MYSTERY MAGAZINES	6	2.00	397,618	39,767	437,385	357,422	47,013	404,435	+11.2	-15.4	+8.1
ALOHA, THE MAGAZINE OF HAWAII AND THE PACIFIC	3	3.95	49,260	8,932	58,192	47,748	10,757	58,505	+3.2	-17.0	-0.5
AMERICAN ARTIST	6	2.25	141,254	21,810	163,064	154,980	18,066	173,046	-8.9	+20.7	-5.8
AMERICAN DEMOGRAPHICS	6	4.00	30,006	68	30,074	23,844		23,844	+25.8		+26.1
AMERICAN FILM	5	2.50	119,156	11,407	130,563	122,586	10,646	133,232	-2.8	+7.1	-2.0
AMERICAN HANDGUNNER	3	2.50	80,486	53,920	134,406	85,825	43,531	129,356	-6.2	+23.9	+3.9
AMERICAN HEALTH-FITNESS OF BODY AND MIND	5	1.95	882,882	69,078	951,960	735,574	75,661	811,235	+20.0	-8.7	+17.3
AMERICAN HERITAGE	4	4.50	230,653	7,587	238,240	190,853	10,885	201,738	+20.9	-30.3	+18.1
THE AMERICAN HUNTER	6	2.00	1,356,075		1,356,075	1,359,643		1,359,643	-0.3		-0.3
THE AMERICAN LAWYER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
THE AMERICAN LEGION MAGAZINE	6	2.00	2,728,543		2,728,543	2,711,280		2,711,280	+0.6		+0.6
AMERICAN MOTORCYCLIST	6	1.25	123,016		123,016	118,361		118,361	+3.9		+3.9
AMERICAN PHOTOGRAPHER	6	2.50	216,881	28,233	245,114	217,907	36,200	254,107	-0.5	-22.0	-3.5
THE AMERICAN RIFLEMAN	6	2.00	1,364,933		1,364,933	1,372,371		1,372,371	-0.5		-0.5
AMERICAN SCIENTIST	3	4.75	122,286	936	123,222	122,730	1,706	124,436	-0.4	-45.1	-1.0
THE AMERICAN SPECTATOR	6	2.00	30,001	1,756	31,757	35,708	1,737	37,445	-16.0	+1.1	-15.2
AMERICANA	3	2.95	323,137	5,928	329,065	316,753	8,433	325,186	+2.0	-29.7	+1.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
AMIGA WORLD	6	3.95	36,316	55,703	92,019	27,439	50,747	78,186	+32.4	+9.8	+17.7
ANALOG & ISAAC ASIMOV'S SCIENCE FICTION MAGAZINES	6	2.00	147,356	27,878	175,234	139,402	28,705	168,107	+5.7	-2.9	+4.2
APPALOOSA JOURNAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ARCHAEOLOGY MAGAZINE	3	3.95	103,720	11,686	115,406	88,292	7,067	95,359	+17.5	+65.4	+21.0
ARCHIE COMIC GROUP				1,039,684	1,039,684						
ARCHITECTURAL DIGEST	6	4.50	554,447	111,010	665,457	531,817	100,418	632,235	+4.3	+10.5	+5.3
AREA MAGAZINE	3		234,958		234,958	226,955		226,955	+3.5		+3.5
ARKANSAS TIMES MAGAZINE	6	1.95	28,866	3,329	32,195	28,122	3,594	31,716	+2.6	-7.4	+1.5
ARMY TIMES	26	1.75	110,138	16,421	126,559	113,484	18,301	131,785	-2.9	-10.3	-4.0
ART & ANTIQUES	6	4.75	100,826	7,218	108,044	109,466	6,997	116,463	-7.9	+3.2	-7.2
ART IN AMERICA	6	4.75	50,624	11,027	61,651	47,280	9,468	56,748	+7.1	+16.5	+8.6
THE ARTIST'S MAGAZINE	6	2.25	175,061	25,952	201,013	165,360	20,800	186,160	+5.9	+24.8	+8.0
ARTNEWS	5	4.50	62,196	9,967	72,163	61,984	9,732	71,716	+0.3	+2.4	+0.6
ASTRONOMY	6	2.50	120,088	44,879	164,967	118,852	48,363	167,215	+1.0	-7.2	-1.3
ATLANTA MAGAZINE	6	1.95	56,329	7,723	64,052	52,882	5,418	58,300	+6.5	+42.5	+9.9
THE ATLANTIC	6	2.00	429,966	48,537	478,503	409,863	47,480	457,343	+4.9	+2.2	+4.6
AUDIO	6	2.50	103,520	37,600	141,120	108,203	41,900	150,103	-4.3	-10.3	-6.0
AUDUBON	6	3.00	426,062	7,359	433,421	425,088	9,899	434,987	+0.2	-25.7	-0.4
AUTOWEEK	26	1.25	211,080	4,195	215,275	181,200	3,972	185,172	+16.5	+5.6	+16.3
BACKPACKER	3	2.95	123,778	36,411	160,189	137,311	34,800	172,111	-9.9	+4.6	-6.9
BALTIMORE MAGAZINE	6	1.95	46,580	7,253	53,833	48,452	6,639	55,091	-3.9	+9.2	-2.3
BARRON'S NATIONAL BUSINESS & FINANCIAL WEEKLY	26	1.75	142,627	123,809	266,436	155,272	139,841	295,113	-8.1	-11.5	-9.7
BASEBALL DIGEST	6	1.95	251,393	25,670	277,063	216,717	29,028	245,745	+16.0	-11.6	+12.7
BASSIN'	5	1.95	226,765	23,235	250,000	209,497	24,608	234,105	+8.2	-5.6	+6.8

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
BASSMASTER MAGAZINE	6	2.95	505,476	17,609	523,085	509,079	16,787	525,866	-0.7	+4.9	-0.5
BEAUTY DIGEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BETTER HOMES AND GARDENS	6	1.95	7,551,811	600,667	8,152,478	7,529,963	563,667	8,093,630	+0.3	+6.6	+0.7
BMX PLUS!	6	2.50	31,902	55,102	87,004	28,592	74,816	103,408	+11.6	-26.3	-15.9
BICYCLING	5	2.50	204,205	99,996	304,201	181,426	85,039	266,465	+12.6	+17.6	+14.2
BILL MAZEROSKI'S BASEBALL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BIRD TALK	6	2.25	116,005	27,937	143,942	85,116	20,213	105,329	+36.3	+38.2	+36.7
BLACK ENTERPRISE	6	1.95	221,448	13,328	234,776	229,549	11,786	241,335	-3.5	+13.1	-2.7
THE BLOOD-HORSE	26	2.25	20,646	743	21,389	20,768	1,008	21,776	-0.6	-26.3	-1.8
BOATING	6	2.95	150,516	46,717	197,233	139,524	48,533	188,057	+7.9	-3.7	+4.9
BON APPETIT	6	2.50	1,220,289	87,776	1,308,065	1,231,288	93,908	1,325,196	-0.9	-6.5	-1.3
BOP	6	1.95	21,371	169,120	190,491	17,442	162,079	179,521	+22.5	+4.3	+6.1
BOSTON MAGAZINE	6	2.25	98,597	26,192	124,789	99,915	27,279	127,194	-1.3	-4.0	-1.9
BOWLING DIGEST	3	2.50	87,589	7,414	95,003	79,292	7,190	86,482	+10.5	+3.1	+9.9
BOYS' LIFE	6	1.50	1,464,108		1,464,108	1,441,247		1,441,247	+1.6		+1.6
BRIDES	3	4.00	44,974	413,795	458,769	53,350	382,719	436,069	-15.7	+8.1	+5.2
BUENHOGAR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BUSINESS FORMS & SYSTEMS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BUSINESS WEEK (INTERNATIONAL)	25	1.75	81,555	14,197	95,752	84,309	12,984	97,293	-3.3	+9.3	-1.6
BUSINESS WEEK (NORTH AMERICA)	25	2.00	852,761	39,407	892,168	810,951	41,417	852,368	+5.2	-4.9	+4.7
BUSINESS WEEK (WORLD WIDE)	25		934,316	53,604	987,920	895,260	54,401	949,661	+4.4	-1.5	+4.0
BUTTERICK HOME CATALOG	2	2.00	127,949	75,839	203,788						
BYTE MAGAZINE	6	3.50	304,473	124,650	429,123	300,094	116,125	416,219	+1.5	+7.3	+3.1
CALIFORNIA CITY GROUP	6		364,572	62,475	427,047	380,932	61,575	442,507	-4.3	+1.5	-3.5
CALIFORNIA JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
CALIFORNIA MAGAZINE	6	2.00	345,661	10,777	356,438	342,381	14,394	356,775	+1.0	-25.1	-0.1
CAPPER'S	13	.75	396,666		396,666	375,574		375,574	+5.6		+5.6
CAR AND DRIVER	6	2.75	715,908	218,900	934,808	675,624	225,067	900,691	+6.0	-2.7	+3.8
CAR CRAFT	6	2.00	221,386	180,372	401,758	208,578	192,874	401,452	+6.1	-6.5	+0.1
CAROLINA COUNTRY	6		339,805		339,805	329,090		329,090	+3.3		+3.3
CARS & PARTS	6	1.95	72,391	35,845	108,236	73,623	33,807	107,430	-1.7	+6.0	+0.8
CAT FANCY	6	2.25	230,091	33,103	263,194	192,021	26,334	218,355	+19.8	+25.7	+20.5
CATHOLIC DIGEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CATS MAGAZINE	6	2.00	145,068	3,128	148,196	126,625	2,707	129,332	+14.6	+15.6	+14.6
CHANGING TIMES, THE KIPLINGER MAGAZINE	6	2.50	1,160,646	31,517	1,192,163	1,357,608	39,877	1,397,485	-14.5	-21.0	-14.7
CHERI	6	4.25		180,133	180,133		198,273	198,273		-9.1	-9.1
CHICAGO	6	1.95	179,911	24,169	204,080	182,205	21,867	204,072	-1.3	+10.5	+0.0
THE CHRONICLE OF HIGHER EDUCATION	26	1.95	81,383		81,383	77,116		77,116	+5.5		+5.5
THE CHRONICLE OF THE HORSE	26	1.25	21,641	293	21,934	21,224	283	21,507	+2.0	+3.5	+2.0
CIRCUS MAGAZINE	6	2.95	32,678	218,599	251,277	26,784	255,058	281,842	+22.0	-14.3	-10.8
CLASSIC COOKBOOKS	6	2.25	31,960	365,142	397,102	20,272	366,253	386,525	+57.7	-0.3	+2.7
CLEVELAND MAGAZINE	6	1.95	32,764	7,066	39,830	35,336	8,079	43,415	-7.3	-12.5	-8.3
CLUB	6	4.25	3,750	341,650	345,400	4,366	351,356	355,722	-14.1	-2.8	-2.9
CLUB INTERNATIONAL	6	3.95	699	136,229	136,928	914	122,521	123,435	-23.5	+11.2	+10.9
COLONIAL HOMES	3	3.00	409,657	191,067	600,724	425,599	174,903	600,502	-3.7	+9.2	+0.0
COLORADO HOMES & LIFESTYLES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
COLUMBUS MONTHLY	6	1.75	29,535	4,587	34,122	29,638	4,503	34,141	-0.3	+1.9	-0.1
COMMERCE MAGAZINE	6	1.75	7,776	40	7,816	7,766	46	7,812	+0.1	-13.0	+0.1
COMPUTE!	6	3.00	196,379	53,908	250,287	222,542	77,832	300,374	-11.8	-30.7	-16.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
COMPUTE!'S GAZETTE	6	3.00	160,226	65,618	225,844	160,026	115,304	275,330	+0.1	-43.1	-18.0
COMPUTER LANGUAGE	6	3.50	40,908	12,633	53,541	36,911	13,206	50,117	+10.8	-4.3	+6.8
COMPUTER SHOPPER	6	2.95	102,484	134,051	236,535						
THE CONDE NAST LTD.	6		3,285,290	1,512,697	4,797,987						
THE CONDE NAST PACKAGE OF WOMEN			2,009,848	4,147,994	6,157,842	2,002,515	4,261,458	6,263,973	+0.4	-2.7	-1.7
CONDE NAST'S TRAVELER (INCORPORATING SIGNATURE)	6	2.50	846,210	36,260	882,470						
CONNECTICUT MAGAZINE	6	2.50	85,500	6,126	91,626	86,056	7,031	93,087	-0.6	-12.9	-1.6
CONNOISSEUR	6	3.00	296,585	23,643	320,228	299,397	22,450	321,847	-0.9	+5.3	-0.5
CONSUMERS DIGEST	3	2.00	709,588	52,684	762,272	763,299	39,370	802,669	-7.0	+33.8	-5.0
COOK'S	3	3.00	178,185	55,162	233,347	90,342	46,264	136,606	+97.2	+19.2	+70.8
COOKING LIGHT	3	2.25	489,741	75,168	564,909	381,006	80,818	461,824	+28.5	-7.0	+22.3
CORPORATE CASHFLOW	6	4.75	8,887		8,887	9,856		9,856	-9.8		-9.8
COSMOPOLITAN	6	1.95	410,635	2,603,124	3,013,759	361,767	2,502,576	2,864,343	+13.5	+4.0	+5.2
COSMOPOLITAN EN ESPANOL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
COUNTRY HOME	3	2.95	664,979	248,667	913,646	590,207	249,000	839,207	+12.7	-0.1	+8.9
COUNTRY JOURNAL	6	1.95	316,223	21,436	337,659	331,099	27,054	358,153	-4.5	-20.8	-5.7
COUNTRY LIVING	6	1.95	1,094,506	612,426	1,706,932	1,105,512	530,703	1,636,215	-1.0	+15.4	+4.3
COUNTRY LIVING (OHIO)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
COUNTRY MUSIC	3	2.50	417,203	8,794	425,997	358,936		358,936	+16.2		+18.7
CRAFTS	6	1.95	259,177	127,470	386,647	291,720	139,711	431,431	-11.2	-8.8	-10.4
CRAFTS 'N THINGS	4	1.95	248,121	82,401	330,522	224,402	70,641	295,043	+10.6	+16.6	+12.0
CREATIVE IDEAS FOR LIVING	6	1.95	737,128	23,058	760,186	754,211	27,956	782,167	-2.3	-17.5	-2.8
CRUISE TRAVEL	3	2.50	131,835	8,282	140,117	135,772	7,238	143,010	-2.9	+14.4	-2.0
CRUISING WORLD	6	2.50	99,369	30,833	130,202	95,648	29,510	125,158	+3.9	+4.5	+4.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
CYCLE	6	2.00	262,596	80,383	342,979	286,565	85,833	372,398	-8.4	-6.3	-7.9
CYCLE WORLD	6	2.00	198,161	82,267	280,428	214,215	85,800	300,015	-7.5	-4.1	-6.5
CYCLIST	5	2.50	63,573	40,777	104,350	37,421	40,829	78,250	+69.9	-0.1	+33.4
D MAGAZINE (DALLAS/FT. WORTH)	6	2.50	99,406	13,783	113,189	66,751	15,031	81,782	+48.9	-8.3	+38.4
DARKROOM & CREATIVE CAMERA TECHNIQUES	3	3.00	33,865	9,273	43,138	34,664	8,780	43,444	-2.3	+5.6	-0.7
DARKROOM PHOTOGRAPHY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DAYTIME TV	6	2.00		126,291	126,291		147,822	147,822		-14.6	-14.6
DAYTIME TV PRESENTS	2	2.00		98,115	98,115		104,798	104,798		-6.4	-6.4
DC COMICS GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DECORATING REMODELING	3	1.95	169,246	339,271	508,517	94,137	442,201	536,338	+79.8	-23.3	-5.2
DELAWARE TODAY	6	2.50	19,286	3,680	22,966	14,986	4,156	19,142	+28.7	-11.5	+20.0
DELL CROSSWORD PUZZLES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DELL CROSSWORD SPECIAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DELL CROSSWORDS AND VARIETY PUZZLES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DELL PENCIL PUZZLES AND WORD GAMES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DELL PUZZLE MAGAZINE GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DELL WORD SEARCH PUZZLES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DENVER MAGAZINE	6	2.00	12,274	2,089	14,363	12,353	2,197	14,550	-0.6	-4.9	-1.3
DETROIT MONTHLY	6	1.95	91,931	8,564	100,495	50,309	7,038	57,347	+82.7	+21.7	+75.2
DCI MAGAZINE NETWORK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DICK VITALE'S BASKETBALL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DIGITAL AUDIO AND COMPACT DISC REVIEW	6	2.95	56,538	30,532	87,070	46,139	38,269	84,408	+22.5	-20.2	+3.2
DIRT BIKE	6	2.00	41,853	88,181	130,034	43,129	90,450	133,579	-3.0	-2.5	-2.7

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIP-TIONS	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SINGLE COPY SALES	AVERAGES FOR SIX MONTHS ENDED 6/30/88 TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/87 SUB-SCRIP-TIONS	AVERAGES FOR SIX MONTHS ENDED 6/30/87 SINGLE COPY SALES	AVERAGES FOR SIX MONTHS ENDED 6/30/87 TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	% OF INCREASE OR DECREASE SINGLE COPY SALES	% OF INCREASE OR DECREASE TOTAL PAID
DIRT RIDER	6	1.95	95,386	48,744	144,130	87,397	57,260	144,657	+9.1	-14.9	-0.4
DIRT WHEELS	6	2.25	27,214	54,233	81,447	32,272	68,185	100,457	-15.7	-20.5	-18.9
DISCOVER	6	2.50	824,238	182,283	1,006,521	1,107,779	177,589	1,285,368	-25.6	+2.6	-21.7
DISCOVERY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DR. DOBB'S JOURNAL OF SOFTWARE TOOLS	6	2.95	44,341	18,161	62,502	39,757	14,383	54,140	+11.5	+26.3	+15.4
DOG FANCY	6	2.25	128,487	22,980	151,467	104,575	17,301	121,876	+22.9	+32.8	+24.3
DOG WORLD	6	2.50	35,684	31,556	67,240	33,301	31,431	64,732	+7.2	+0.4	+3.9
DON HEINRICH'S PRO PREVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
DUNE BUGGIES AND HOT VWS	6	2.50	35,604	74,764	110,368	34,513	72,789	107,302	+3.2	+2.7	+2.9
EARLY AMERICAN LIFE	3	2.95	276,110	42,078	318,188	278,837	46,194	325,031	-1.0	-8.9	-2.1
EASYRIDERS	6	2.95	77,445	242,754	320,199	77,170	218,209	295,379	+0.4	+11.2	+8.4
EBONY	6	2.00	1,521,997	223,169	1,745,166	1,515,849	229,160	1,745,009	+0.4	-2.6	+0.0
THE ECONOMIST (NORTH AMERICAN EDITION)	25	3.00	130,757	11,887	142,644	114,250	10,467	124,717	+14.4	+13.6	+14.4
EDUCATION WEEK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
80 MICRO	6	4.00	39,936	12,916	52,852	55,630	15,340	70,970	-28.2	-15.8	-25.5
THE ELECTRIC COMPANY MAGAZINE	5		266,042		266,042	240,215	13,030	253,245	+10.8	-100.0	+5.1
THE ELKS MAGAZINE	5	.50	1,523,658		1,523,658	1,551,052		1,551,052	-1.8		-1.8
ELLE	6	2.75	292,825	534,459	827,284	285,084	436,185	721,269	+2.7	+22.5	+14.7
ENDLESS VACATION	3	4.00	578,512	343	578,855	497,220	3,422	500,642	+16.3	-90.0	+15.6
ENTREPRENEUR MAGAZINE	6	2.95	160,164	80,191	240,355	98,423	65,360	163,783	+62.7	+22.7	+46.8
EQUUS	6	2.50	102,501	8,064	110,565	99,323	7,556	106,879	+3.2	+6.7	+3.4
ESQUIRE	6	2.50	600,243	141,866	742,109	572,564	130,047	702,611	+4.8	+9.1	+5.6
ESSENCE	6	1.50	648,950	201,579	850,529	574,130	226,243	800,373	+13.0	-10.9	+6.3
EUROPE MAGAZINE	5	1.95	8,925	630	9,555						

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
EUROPEAN TRAVEL & LIFE	5	2.50	239,297	48,422	287,719	126,523	39,500	166,023	+89.1	+22.6	+73.3
FAMILY & HOME OFFICE COMPUTING	6	3.25	398,520	48,138	446,658	375,319	61,224	436,543	+6.2	-21.4	+2.3
FAMILY CIRCLE	9	.99	1,694,867	4,205,927	5,900,794	732,470	5,261,857	5,994,327	+131.4	-20.1	-1.6
THE FAMILY HANDYMAN	5	1.95	1,188,352	44,926	1,233,278	1,149,619	56,712	1,206,331	+3.4	-20.8	+2.2
FEDERAL TIMES	26	1.75	32,199	1,240	33,439	29,203	1,247	30,450	+10.3	-0.6	+9.8
FIELD & STREAM	6	1.95	1,932,226	108,648	2,040,874	1,890,927	118,300	2,009,227	+2.2	-8.2	+1.6
50 PLUS	6	1.50	492,101		492,101	466,711		466,711	+5.4		+5.4
FINANCIAL WORLD	14	3.00	275,671	4,405	280,076	196,712	5,962	202,674	+40.1	-26.1	+38.2
FINE HOMEBUILDING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
FINE TUNING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
FINS AND FEATHERS		PUBLISHER'S STATEMENT NOT APPROVED FOR RELEASE									
FIREHOUSE	6	2.75	110,483		110,483	111,222		111,222	-0.7		-0.7
FISHING AND HUNTING NEWS	26	1.25	137,390	8,465	145,855	127,169	8,301	135,470	+8.0	+2.0	+7.7
FISHING FACTS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
FISHING WORLD	3	1.50	315,996	15,822	331,818	319,771	21,444	341,215	-1.2	-26.2	-2.8
FIVE GREAT ROMANCES & WORLD'S GREATEST LOVE STORIES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
FLORIDA HOME & GARDEN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
FLORIDA SPORTSMAN	6	1.95	67,562	33,743	101,305	65,547	34,806	100,353	+3.1	-3.1	+0.9
FLOWER & GARDEN MAGAZINE	3	2.00	615,683	13,167	628,850	611,135	13,500	624,635	+0.7	-2.5	+0.7
FLY FISHERMAN	3	3.50	114,475	29,651	144,126	111,745	28,839	140,584	+2.4	+2.8	+2.5
FLYING	6	2.50	252,394	70,050	322,444	260,014	73,700	333,714	-2.9	-5.0	-3.4
FLYING MODELS	6	2.25	10,895	11,775	22,670	10,662	15,763	26,425	+2.2	-25.3	-14.2
FOOD & WINE	6	2.50	729,232	35,638	764,870	682,975	35,220	718,195	+6.8	+1.2	+6.5
FOOTBALL DIGEST	5	1.95	167,482	8,841	176,323	161,571	10,107	171,678	+3.7	-12.5	+2.7
FORBES	14	3.75	706,521	32,579	739,100	696,339	32,120	728,459	+1.5	+1.4	+1.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
FOREIGN AFFAIRS	3	5.95	84,021	13,436	97,457	78,630	12,693	91,323	+6.9	+5.9	+6.7
FORTUNE (INTERNATIONAL)	13		101,410	9,678	111,088	96,052	8,964	105,016	+5.6	+8.0	+5.8
FORTUNE (NORTH AMERICA)	13	3.50	622,198	34,358	656,556	629,659	37,313	666,972	-1.2	-7.9	-1.6
FORTUNE (WORLDWIDE)	13		723,608	44,036	767,644	725,711	46,277	771,988	-0.3	-4.8	-0.6
FOUR WHEELER	6	2.50	167,734	140,559	308,293	125,481	129,653	255,134	+33.7	+8.4	+20.8
FREQUENT FLYER MAGAZINE-PART II OF THE POCKET FLIGHT GUIDES	6		347,457		347,457	335,995		335,995	+3.4		+3.4
FULL CRY	6	1.50	33,808	280	34,088	33,915	280	34,195	-0.3	+0.0	-0.3
GALLERY MAGAZINE	6	3.75	33,084	354,512	387,596	28,861	357,598	386,459	+14.6	-0.9	+0.3
GAME & FISH MAGAZINE	6	1.95	261,043	140,303	401,346	274,787	135,908	410,695	-5.0	+3.2	-2.3
GAMES	3	2.00	608,006	95,856	703,862	501,604	102,994	604,598	+21.2	-6.9	+16.4
'GBH/THE MEMBERS' MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GENESIS	6	3.95	2,836	193,087	195,923	2,096	210,805	212,901	+35.3	-8.4	-8.0
GENTLEMEN'S QUARTERLY	6	3.00	311,031	357,033	668,064	279,826	387,279	667,105	+11.2	-7.8	+0.1
GEOMUNDO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GLAMOUR	6	1.95	662,445	1,467,703	2,130,148	695,495	1,551,124	2,246,619	-4.8	-5.4	-5.2
GLOBE	26	.69	55,018	1,461,805	1,516,823	58,217	1,595,526	1,653,743	-5.5	-8.4	-8.3
GOLF DIGEST	6	1.95	1,191,424	138,647	1,330,071	1,120,822	126,949	1,247,771	+6.3	+9.2	+6.6
GOLF ILLUSTRATED	5	1.95	303,948	31,248	335,196	207,088	32,678	239,766	+46.8	-4.4	+39.8
GOLF MAGAZINE	6	1.95	817,793	121,913	939,706	769,408	109,461	878,869	+6.3	+11.4	+6.9
GOLF WORLD MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GOOD FOOD	6	1.00	451,184	272,519	723,703	554,399	391,632	946,031	-18.6	-30.4	-23.5
GOOD HOUSEKEEPING	6	1.95	3,550,357	1,477,508	5,027,865	3,531,260	1,644,378	5,175,638	+0.5	-10.1	-2.9
GOURMET	6	2.50	715,254	90,837	806,091	690,963	106,930	797,893	+3.5	-15.1	+1.0
GREAT LAKES FISHERMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
GRIT	26	.75	525,333	44,941	570,274	510,159	59,909	570,068	+3.0	-25.0	+0.0
GUIDEPOSTS	6	.75	4,371,861		4,371,861	4,339,228		4,339,228	+0.8		+0.8
GUITAR FOR THE PRACTICING MUSICIAN	6	2.95	45,562	94,680	140,242	39,788	79,482	119,270	+14.5	+19.1	+17.6
GUN DOG	3	3.50	57,924	241	58,165	61,525	1,448	62,973	-5.9	-83.4	-7.6
GUNS & AMMO	6	2.25	400,751	160,804	561,555	364,616	157,022	521,638	+9.9	+2.4	+7.7
GUNS MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HADASSAH MAGAZINE	5	2.50	319,449		319,449	337,196		337,196	-5.3		-5.3
HANDS-ON-ELECTRONICS	6	2.50	27,699	31,414	59,113	16,813	36,392	53,205	+64.7	-13.7	+11.1
HARPER'S BAZAAR	6	2.50	379,118	354,584	733,702	345,914	374,949	720,863	+9.6	-5.4	+1.8
HARPER'S BAZAAR EN ESPANOL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HARPER'S MAGAZINE	6	2.00	147,658	33,545	181,203	151,008	33,933	184,941	-2.2	-1.1	-2.0
HARROWSMITH-(U.S. EDITION).	3	2.95	198,817	6,929	205,746	173,340	16,544	189,884	+14.7	-58.1	+8.4
HARVARD BUSINESS REVIEW	4	8.50	197,629	6,404	204,033	203,638	4,339	207,977	-3.0	+47.6	-1.9
HEALTH	6	2.25	1,014,268	6,013	1,020,281	1,005,650	7,738	1,013,388	+0.9	-22.3	+0.7
THE HEARST GOLD BUY			2,740,494	1,067,376	3,807,870	2,684,427	1,053,556	3,737,983	+2.1	+1.3	+1.9
HEARST HOME BUY			2,121,712	1,035,998	3,157,710	2,139,843	926,787	3,066,630	-0.8	+11.8	+3.0
HEARST MAN POWER	6		2,413,403	459,798	2,873,201	2,358,412	487,485	2,845,897	+2.3	-5.7	+1.0
HEARST WOMAN POWER	6		8,606,399	5,883,423	14,489,822	8,576,292	5,762,746	14,339,038	+0.4	+2.1	+1.1
HIGH FIDELITY	6	2.50	296,165	16,954	313,119	279,157	21,015	300,172	+6.1	-19.3	+4.3
HIGH SOCIETY	6	4.25		277,555	277,555		261,143	261,143		+6.3	+6.3
HIGH TECHNOLOGY BUSINESS	6	5.00	152,619	7,919	160,538	186,928	16,750	203,678	-18.4	-52.7	-21.2
HISTORIC PRESERVATION	3	2.50	198,168	2,304	200,472	168,644	2,921	171,565	+17.5	-21.1	+16.8
HIT PARADER	6	2.50		159,581	159,581		186,089	186,089		-14.2	-14.2
HOMBRE DE MUNDO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
HOME & AWAY	3	1.00	1,719,690		1,719,690	1,694,125		1,694,125	+1.5		+1.5

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
HOME MAGAZINE	6	1.95	768,801	149,375	918,176	752,358	137,571	889,929	+2.2	+8.6	+3.2
HOME MECHANIX	6	1.75	1,146,525	74,681	1,221,206	1,121,413	88,950	1,210,363	+2.2	-16.0	+0.9
HOMEOWNER	5	1.95	699,485	19,820	719,305	679,085	21,682	700,767	+3.0	-8.6	+2.6
HONOLULU	6	2.00	32,533	2,586	35,119	29,487	2,469	31,956	+10.3	+4.7	+9.9
HORSE & RIDER	6	2.25	62,784	19,469	82,253	66,305	18,829	85,134	-5.3	+3.4	-3.4
HORSE ILLUSTRATED	6	2.25	74,989	21,104	96,093	48,752	18,107	66,859	+53.8	+16.6	+43.7
HORSEMAN	6	2.00	138,730	11,248	149,978	121,203	14,406	135,609	+14.5	-21.9	+10.6
HORSEPLAY	6	2.95	35,800	2,866	38,666	42,023	2,668	44,691	-14.8	+7.4	-13.5
HORTICULTURE, THE MAGAZINE OF AMERICAN GARDENING	6	2.50	207,626	14,787	222,413	168,141	10,367	178,508	+23.5	+42.6	+24.6
HOT ROD	6	2.25	615,357	275,853	891,210	568,992	280,083	849,075	+8.1	-1.5	+5.0
HOUNDS & HUNTING	6	1.50	9,570	9	9,579	9,849	7	9,856	-2.8	+28.6	-2.8
HOUSE & GARDEN	6	4.00	538,697	76,225	614,922	486,835	85,709	572,544	+10.7	-11.1	+7.4
HOUSE BEAUTIFUL	6	1.95	617,549	232,505	850,054	608,732	221,181	829,913	+1.4	+5.1	+2.4
HOUSTON METROPOLITAN MAGAZINE	6	1.95	80,299	7,204	87,503	87,415	8,545	95,960	-8.1	-15.7	-8.8
HUDSON VALLEY	6	1.95	17,619	3,321	20,940	16,786	4,277	21,063	+5.0	-22.4	-0.6
IDEAS PARA SU HOGAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ILLINOIS RURAL ELECTRIC NEWS	6		139,523		139,523						
IN FASHION	3	2.50	35,948	165,341	201,289	21,455	150,191	171,646@	+67.6	+10.1	+17.3
IN FISHERMAN	3	2.95	148,113	160,215	308,328	121,305	145,442	266,747	+22.1	+10.2	+15.6
INCIDER	6	2.95	94,369	29,225	123,594	96,129	29,818	125,947	-1.8	-2.0	-1.9
INC.	6	3.00	602,348	35,934	638,282	599,441	30,766	630,207	+0.5	+16.8	+1.3
INDIANAPOLIS MONTHLY	6	1.95	37,059	6,146	43,205	35,544	6,383	41,927	+4.3	-3.7	+3.0
INSIDE SPORTS	6	2.50	312,014	212,217	524,231	238,324	205,136	443,460	+30.9	+3.5	+18.2
INSTRUCTOR MAGAZINE	5	2.50	264,638	14	264,652	258,442	26	258,468	+2.4	-46.2	+2.4
INTERNATIONAL COMBAT ARMS	3	2.95	33,144	93,812	126,956	28,513	104,079	132,592	+16.2	-9.9	-4.3

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
INTERVIEW MAGAZINE	6	2.50	97,269	62,202	159,471	91,304	68,192	159,496	+6.5	-8.8	+0.0
IRELAND OF THE WELCOMES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ISLANDS	3	3.95	98,658	25,548	124,206	80,915	26,467	107,382	+21.9	-3.5	+15.7
JET	25	1.25	708,294	141,192	849,486	705,875	156,046	861,921	+0.3	-9.5	-1.4
JUNIOR LEAGUE REVIEW	1		180,518		180,518	173,356		173,356	+4.1		+4.1
JUNIOR SCHOLASTIC	10	1.25	696,614		696,614	726,392		726,392	-4.1		-4.1
THE KIWANIS MAGAZINE	5	.75	278,834		278,834	280,089		280,089	-0.4		-0.4
LADIES' HOME JOURNAL	6	1.50	4,094,670	919,091	5,013,761	4,079,434	963,709	5,043,143	+0.4	-4.6	-0.6
LADY'S CIRCLE	6	1.75	10,994	47,578	58,572	9,370	51,030	60,400	+17.3	-6.8	-3.0
LAKELAND BOATING	6	2.50	30,294	5,839	36,133	29,991	5,440	35,431	+1.0	+7.3	+2.0
LAS VEGAN CITY MAGAZINE	3	2.50	4,929	478	5,407	7,121	604	7,725	-30.8	-20.9	-30.0
LEARNING 88	5	2.50	270,788		270,788	231,850		231,850	+16.8		+16.8
LIFE	7	2.50	1,199,457	666,585	1,866,042	1,015,713	668,360	1,684,073	+18.1	-0.3	+10.8
LOS ANGELES MAGAZINE	6	2.50	127,802	44,817	172,619	128,291	43,649	171,940	-0.4	+2.7	+0.4
LOTTERY PLAYERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LOUISIANA LIFE	3	3.00	24,900	6,035	30,935	27,321	5,711	33,032	-8.9	+5.7	-6.3
LOUISVILLE MAGAZINE	6	1.95	25,080	1,623	26,703	25,629	2,193	27,822	-2.1	-26.0	-4.0
M, THE CIVILIZED MAN	6	3.00	96,968	48,200	145,168	81,300	55,718	137,018	+19.3	-13.5	+5.9
MCCALL'S	6	1.50	4,530,043	616,511	5,146,554	4,671,290	677,891	5,349,181	-3.0	-9.1	-3.8
MCCALL'S NEEDLEWORK & CRAFTS	4	2.95	377,832	79,026	456,858	475,772	124,340	600,112	-20.6	-36.4	-23.9
MACFADDEN WOMEN'S GROUP	6	1.50	1,161,309	794,498	1,955,807	1,190,546	856,384	2,046,930	-2.5	-7.2	-4.5
MADEMOISELLE	6	1.95	326,367	794,969	1,121,336	323,369	874,243	1,197,612	+0.9	-9.1	-6.4
THE MAGAZINE ANTIQUES	6	5.00	56,741	5,501	62,242	55,466	5,112	60,578	+2.3	+7.6	+2.7
MANHATTAN, INC.	6	3.00	60,372	27,965	88,337	65,770	14,258	80,028	-8.2	+96.1	+10.4
MARVEL COMICS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
MECANICA POPULAR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MEMPHIS MAGAZINE	6	1.95	20,427	2,820	23,247	18,723	3,109	21,832	+9.1	-9.3	+6.5
MEN'S FITNESS	6	2.95	29,025	114,136	143,161						
METROPOLITAN HOME	6	2.50	622,035	87,285	709,320	637,040	80,012	717,052	-2.4	+9.1	-1.1
MICHIGAN LIVING	6	1.00	1,013,880		1,013,880	948,876		948,876	+6.9		+6.9
MICRO CORNUCOPIA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MID-ATLANTIC COUNTRY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MIDWEST OUTDOORS	6	.95	18,949	23,862	42,811	18,728	19,005	37,733	+1.2	+25.6	+13.5
MILWAUKEE MAGAZINE	6	1.95	36,711	7,119	43,830	38,357	8,932	47,289	-4.3	-20.3	-7.3
MPLS. ST. PAUL MAGAZINE	6	1.95	36,129	13,052	49,181	35,440	13,217	48,657	+1.9	-1.2	+1.1
MINNESOTA MONTHLY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MODEL RAILROADER	6	2.50	125,256	71,274	196,530	110,588	71,309	181,897	+13.3	+0.0	+8.0
MODERN BRIDE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MODERN MATURITY	3		17,924,783		17,924,783	15,986,938		15,986,938	+12.1		+12.1
MODERN PHOTOGRAPHY	6	2.50	601,762	73,470	675,232	553,295	97,091	650,386	+8.8	-24.3	+3.8
MONEY	6	2.95	1,490,730	320,236	1,810,966	1,537,119	341,160	1,878,279	-3.0	-6.1	-3.6
MOTHER EARTH NEWS	3	3.00	647,784	128,541	776,325	554,933	145,315	700,248	+16.7	-11.5	+10.9
MOTHER JONES	5	1.95	142,260	18,135	160,395	167,585	16,279	183,864	-15.1	+11.4	-12.8
MOTOCROSS ACTION MAGAZINE	6	2.00	24,596	62,933	87,529	25,601	66,656	92,257	-3.9	-5.6	-5.1
MOTOR BOATING & SAILING	6	2.50	108,207	31,828	140,035	106,280	35,183	141,463	+1.8	-9.5	-1.0
MOTOR TREND	6	2.50	573,772	209,974	783,746	536,134	202,830	738,964	+7.0	+3.5	+6.1
MOTORCYCLIST	6	2.25	127,164	95,585	222,749	116,612	93,145	209,757	+9.0	+2.6	+6.2
MOTORHOME	6	2.50	123,110	13,484	136,594	119,936	11,905	131,841	+2.6	+13.3	+3.6
MOTORLAND	3	.50	1,784,497		1,784,497	1,724,533		1,724,533	+3.5		+3.5
MS.	6	2.25	447,406	31,044	478,450	445,015	36,451	481,466	+0.5	-14.8	-0.6

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
MUSCLE & FITNESS	6	3.95	116,445	485,373	601,818	100,262	462,565	562,827	+16.1	+4.9	+6.9
MUSICIAN	6	2.75	45,925	59,160	105,085	46,711	56,362	103,073	-1.7	+5.0	+2.0
NATION'S BUSINESS	6	2.50	861,266	2,784	864,050	854,749	5,055	859,804	+0.8	-44.9	+0.5
NATIONAL ENQUIRER	26	.75	449,949	3,853,682	4,303,631	432,713	4,027,694	4,460,407	+4.0	-4.3	-3.5
NATIONAL EXAMINER	26	.69	19,376	1,116,368	1,135,744	17,851	1,127,171	1,145,022	+8.5	-1.0	-0.8
NATIONAL FISHERMAN	7	1.95	39,055	11,090	50,145	40,890	10,459	51,349	-4.5	+6.0	-2.3
NATIONAL GEOGRAPHIC MAGAZINE	6	2.25	10,453,631	63,206	10,516,837	10,396,099	65,238	10,461,337	+0.6	-3.1	+0.5
NATIONAL LAMPOON	3	3.95	74,470	168,188	242,658	78,524	148,672	227,196@	-5.2	+13.1	+6.8
NATIONAL LAW JOURNAL	25	2.00	44,924	127	45,051	41,848	127	41,975	+7.4	+0.0	+7.3
NATIONAL NEWS	3		785,289		785,289	780,828		780,828	+0.6		+0.6
NRTA/AARP NEWS BULLETIN	6		17,623,715		17,623,715	15,523,028		15,523,028	+13.5		+13.5
NATIONAL REVIEW	12	1.95	117,829	4,231	122,060	115,904	4,826	120,730	+1.7	-12.3	+1.1
THE NATIONAL SPORTS REVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
NATURAL HISTORY	6	2.50	512,770	9,985	522,755	505,418	6,045	511,463	+1.5	+65.2	+2.2
NAVY TIMES	26	1.75	77,949	8,962	86,911	74,353	8,085	82,438	+4.8	+10.8	+5.4
NEW BODY	3	2.50		93,850	93,850		84,470	84,470		+11.1	+11.1
NEW ENGLAND MONTHLY	6	1.95	92,420	14,608	107,028	87,613	12,497	100,110	+5.5	+16.9	+6.9
NEW JERSEY MONTHLY	6	2.00	85,383	16,320	101,703	92,221	16,376	108,597	-7.4	-0.3	-6.3
NEW MEXICO MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
THE NEW REPUBLIC	25	2.25	90,891	5,271	96,162	88,597	4,803	93,400	+2.6	+9.7	+3.0
NEW WOMAN	6	1.95	744,687	648,340	1,393,027	630,742	640,117	1,270,859	+18.1	+1.3	+9.6
NEW YORK ALIVE	3	2.50	30,424	1,138	31,562	24,599	615	25,214	+23.7	+85.0	+25.2
NEW YORK MAGAZINE	26	1.95	394,348	39,465	433,813	392,939	40,081	433,020	+0.4	-1.5	+0.2
THE NEW YORKER	26	1.75	603,555	29,199	632,754	535,894	28,998	564,892	+12.6	+0.7	+12.0
NEWSWEEK	26	2.00	3,134,165	181,204	3,315,369	3,005,995	175,192	3,181,187	+4.3	+3.4	+4.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE ~~COPY~~ SALES	TOTAL PAID
NEWSWEEK INTERNATIONAL (ASIA EDITION)	26		153,362	54,395	207,757	146,120	55,093	201,213	+5.0	-1.3	+3.3
NEWSWEEK INTERNATIONAL (ATLANTIC EDITION)	26		213,448	88,472	301,920	215,544	90,645	306,189	-1.0	-2.4	-1.4
NEWSWEEK INTERNATIONAL (LATIN AMERICAN EDITION)	26		32,627	21,587	54,214	32,599	22,620	55,219	+0.1	-4.6	-1.8
NIBBLE MAGAZINE	6	3.50	42,959	16,855	59,814	44,044	21,941	65,985	-2.5	-23.2	-9.4
NORTH AMERICAN HUNTER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
NORTH SHORE	6	1.75	27,235	2,928	30,163	25,212	2,496	27,708	+8.0	+17.3	+8.9
OFF ROAD	6	2.50	27,999	29,313	57,312	27,927	32,610	60,537	+0.3	-10.1	-5.3
OFFICIAL CROSSWORD PUZZLES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
OFFICIAL PENCIL PUZZLES & WORD GAMES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
OFFICIAL WORD SEARCH PUZZLES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
OHIO FISHERMAN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
OHIO MAGAZINE	6	2.00	98,558	3,270	101,828	100,382	3,721	104,103	-1.8	-12.1	-2.2
THE OLD HOUSE JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
OMNI	6	3.00	659,701	277,977	937,678	602,963	287,297	890,260	+9.4	-3.2	+5.3
1,001 HOME IDEAS	6	1.95	1,493,246	44,983	1,538,229	1,462,303	46,566	1,508,869	+2.1	-3.4	+1.9
OPEN WHEEL	5	2.95	24,700	29,537	54,237	20,898	29,986	50,884	+18.2	-1.5	+6.6
OPERA NEWS	10	2.50	117,702	1,797	119,499	117,391	1,737	119,128	+0.3	+3.5	+0.3
OREGON MAGAZINE	3	2.95	23,521	4,818	28,339	20,934	4,467	25,401	+12.4	+7.9	+11.6
OUTDOOR LIFE	6	1.75	1,379,680	132,853	1,512,533	1,384,504	135,669	1,520,173	-0.3	-2.1	-0.5
OUTDOOR PHOTOGRAPHER	5	2.95	84,647	38,221	122,868	49,262	40,456	89,718	+71.8	-5.5	+36.9
OUTSIDE	6	1.95	213,052	62,085	275,137	203,519	60,571	264,090	+4.7	+2.5	+4.2
PACIFIC NORTHWEST	6	1.95	66,630	10,484	77,114	61,326	9,185	70,511	+8.6	+14.1	+9.4
PALM BEACH LIFE	6	3.00	13,931	4,404	18,335	15,719	4,252	19,971	-11.4	+3.6	-8.2

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
PALM SPRINGS LIFE	6	3.75	12,426	5,793	18,219	10,163	5,401	15,564	+22.3	+7.3	+17.1
PARENTING MAGAZINE	5	1.95	274,329	52,000	326,329						
PARENTS MAGAZINE	6	1.95	1,636,687	114,730	1,751,417	1,603,710	122,437	1,726,147	+2.1	-6.3	+1.5
PENINSULA MAGAZINE	6	2.00	14,221	902	15,123	15,501	851	16,352	-8.3	+6.0	-7.5
PENN LINES	6		143,012		143,012	141,744		141,744	+0.9		+0.9
PENTHOUSE	6	4.00	235,917	1,817,163	2,053,080	246,655	2,003,371	2,250,026	-4.4	-9.3	-8.8
PEOPLE WEEKLY	25	1.69	1,516,921	1,760,918	3,277,839	1,340,715	1,551,422	2,892,137	+13.1	+13.5	+13.3
PERFORMANCE HORSEMAN	6	2.95	28,125	666	28,791	28,995	691	29,686	-3.0	-3.6	-3.0
PERSONAL COMPUTING	6	3.00	457,006	49,164	506,170	449,222	39,325	488,547	+1.7	+25.0	+3.6
PETERSEN MAGAZINE NETWORK	6		2,946,503	1,295,740	4,242,243	2,768,342	1,311,410	4,079,752	+6.4	-1.2	+4.0
PETERSEN'S CIRCLE TRACK	6	2.95	70,815	39,850	110,665	69,122	41,788	110,910	+2.4	-4.6	-0.2
PETERSEN'S 4 WHEEL & OFF-ROAD	6	2.50	163,056	130,538	293,594	157,944	125,844	283,788	+3.2	+3.7	+3.5
PETERSEN'S HUNTING	6	2.00	266,737	65,087	331,824	243,712	68,003	311,715	+9.4	-4.3	+6.5
PETERSEN'S PHOTOGRAPHIC	6	2.25	236,100	48,820	284,920	228,409	54,601	283,010	+3.4	-10.6	+0.7
PHILADELPHIA MAGAZINE	6	2.50	116,338	31,475	147,813	119,202	29,607	148,809	-2.4	+6.3	-0.7
PHOENIX HOME & GARDEN	6	2.00	30,928	4,579	35,507	31,879	4,432	36,311	-3.0	+3.3	-2.2
PITTSBURGH MAGAZINE	6	1.95	56,827	8,651	65,478	56,190	6,472	62,662	+1.1	+33.7	+4.5
PLANE & PILOT	6	2.50	66,071	21,347	87,418	51,479	18,562	70,041	+28.3	+15.0	+24.8
PLAYBOY	6	4.00	2,497,540	908,246	3,405,786	2,332,267	1,339,796	3,672,063	+7.1	-32.2	-7.3
POCKET CROSSWORD PUZZLES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
POPULAR HOT RODDING	6	2.00	89,901	158,309	248,210	82,631	152,206	234,837	+8.8	+4.0	+5.7
POPULAR MECHANICS	6	1.95	1,382,218	237,560	1,619,778	1,363,564	269,350	1,632,914	+1.4	-11.8	-0.8
POPULAR PHOTOGRAPHY	6	2.25	657,258	75,033	732,291	662,454	77,700	740,154	-0.8	-3.4	-1.1
POPULAR SCIENCE	6	1.75	1,623,006	208,532	1,831,538	1,633,823	206,459	1,840,282	-0.7	+1.0	-0.5
PRACTICAL HOMEOWNER	5	2.00	710,026	20,289	730,315	681,296	27,208	708,504	+4.2	-25.4	+3.1

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
PRACTICAL HORSEMAN	6	2.95	53,012	2,446	55,458	53,331	2,421	55,752	-0.6	+1.0	-0.5
PREFERRED TRAVELER		UNDER TEMPORARY SUSPENSION OF SERVICE									
PREVENTION	6	1.50	2,746,239	228,910	2,975,149	2,651,835	204,091	2,855,926	+3.6	+12.2	+4.2
PREVIEW PUBLISHING SPORTS NETWORK		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
PRIVATE CLUBS	3		108,240		108,240	125,278		125,278	-13.6		-13.6
PRIVATE PILOT	6	2.00	70,119	24,069	94,188	62,036	23,148	85,184	+13.0	+4.0	+10.6
PSYCHOLOGY TODAY	6	1.95	875,601	96,292	971,893	862,760	87,791	950,551	+1.5	+9.7	+2.2
PURE-BRED DOGS-AMERICAN KENNEL GAZETTE	6	3.00	56,417	497	56,914	53,227	723	53,950	+6.0	-31.3	+5.5
THE QUARTER HORSE JOURNAL	6	2.50	64,507	2,674	67,181	66,332	2,728	69,060	-2.8	-2.0	-2.7
RADIO-ELECTRONICS	6	2.25	161,022	64,357	225,379	164,594	81,230	245,824	-2.2	-20.8	-8.3
RAILROAD MODEL CRAFTSMAN	6	2.25	29,087	43,622	72,709	30,329	41,986	72,315	-4.1	+3.9	+0.5
READER'S DIGEST	6	1.79	15,957,962	1,006,264	16,964,226	16,045,981	803,570	16,849,551	-0.5	+25.2	+0.7
REDBOOK	6	1.50	3,171,783	835,781	4,007,564	3,231,839	710,140	3,941,979	-1.9	+17.7	+1.7
RIDER	6	1.95	127,377	14,117	141,494	111,902	18,505	130,407	+13.8	-23.7	+8.5
ROAD & TRACK	6	2.75	480,240	222,867	703,107	432,514	218,000	650,514	+11.0	+2.2	+8.1
ROD SERLING'S THE TWILIGHT ZONE MAGAZINE		UNDER TEMPORARY SUSPENSION OF SERVICE									
RODALE'S ORGANIC GARDENING	6	1.75	1,027,556	7,328	1,034,884	1,182,940	5,395	1,188,335	-13.1	+35.8	-12.9
ROLLING STONE	13	1.95	922,355	261,690	1,184,045	809,965	260,910	1,070,875	+13.9	+0.3	+10.6
THE ROTARIAN	6	.75	519,709		519,709	505,087		505,087	+2.9		+2.9
RUN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
RUNNER'S WORLD	6	2.50	364,925	74,428	439,353	269,326	75,806	345,132	+35.5	-1.8	+27.3
RURAL GEORGIA	6		251,467		251,467						
RURAL KENTUCKIAN	6		333,021		333,021	295,381		295,381	+12.7		+12.7
RURAL LIVING	6	3.50	233,029		233,029						

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SACRAMENTO MAGAZINE	6	1.95	22,150	3,132	25,282	18,209	3,650	21,859	+21.6	-14.2	+15.7
SAIL	6	2.50	117,303	50,976	168,279	124,650	50,562	175,212	-5.9	+0.8	-4.0
SAILING WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ST. LOUIS MAGAZINE, INC.		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SALT WATER SPORTSMAN	6	2.95	107,911	26,276	134,187	103,124	25,397	128,521	+4.6	+3.5	+4.4
SAN DIEGO HOME/GARDEN MAGAZINE	6	1.95	29,583	3,502	33,085	28,493	2,716	31,209	+3.8	+28.9	+6.0
SAN DIEGO MAGAZINE	6	2.00	54,743	12,818	67,561	51,215	11,810	63,025	+6.9	+8.5	+7.2
SAN FRANCISCO FOCUS	6	2.50	182,027	4,840	186,867	201,426	6,116	207,542	-9.6	-20.9	-10.0
SATELLITE ORBIT	6	4.95	248,849	151,721	400,570	318,910	155,711	474,621@	-22.0	-2.6	-15.6
THE SATURDAY EVENING POST	4	1.95	527,943	65,773	593,716	525,042	92,925	617,967	+0.6	-29.2	-3.9
SAVVY	6	2.00	401,171	9,638	410,809	383,967	12,831	396,798	+4.5	-24.9	+3.5
SCHOLASTIC HIGH SCHOOL NETWORK			2,148,850		2,148,850	2,129,252		2,129,252	+0.9		+0.9
SCHOLASTIC MAGAZINES			2,845,464		2,845,464	2,855,644		2,855,644	-0.4		-0.4
SCIENCE	26	2.50	153,192		153,192	152,710		152,710	+0.3		+0.3
SCIENCE NEWS	26	1.00	207,925		207,925	179,242		179,242	+16.0		+16.0
THE SCIENCES	3	3.00	61,969	17,668	79,637	49,596	15,769	65,365	+24.9	+12.0	+21.8
SCIENTIFIC AMERICAN	6	2.50	486,363	140,815	627,178	468,643	126,885	595,528	+3.8	+11.0	+5.3
SCOUTING	3	.60	984,987		984,987	993,406		993,406	-0.8		-0.8
SEATTLE WEEKLY	26	.75	22,227	10,296	32,523	23,024	8,586	31,610	-3.5	+19.9	+2.9
SELF	6	1.95	535,152	690,208	1,225,360	475,794	648,335	1,124,129	+12.5	+6.5	+9.0
SESAME STREET MAGAZINE	5	1.50	1,143,987	168,926	1,312,913	1,080,740	191,753	1,272,493	+5.9	-11.9	+3.2
SEVENTEEN	6	1.75	1,384,673	418,876	1,803,549	1,388,845	470,995	1,859,840	-0.3	-11.1	-3.0
SEW NEWS	6	1.50	176,669	43,507	220,176	151,781	40,173	191,954	+16.4	+8.3	+14.7
SHAPE MAGAZINE	6	2.00	205,561	579,172	784,733	218,285	460,064	678,349	-5.8	+25.9	+15.7
SHOOTING TIMES	6	2.25	99,389	99,136	198,525	94,673	105,789	200,462	+5.0	-6.3	-1.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SHUTTERBUG	6	2.00	39,777	23,958	63,735	29,773	16,014	45,787	+33.6	+49.6	+39.2
SIERRA	3	2.50	345,641	6,901	352,542	321,244	7,847	329,091	+7.6	-12.1	+7.1
16 MAGAZINE	6	1.95	8,737	128,512	137,249	7,901	127,260	135,161	+10.6	+1.0	+1.5
SKI MAGAZINE	4	1.75	367,814	79,270	447,084	360,968	79,115	440,083	+1.9	+0.2	+1.6
SKIING MAGAZINE	3	1.95	356,107	93,392	449,499	356,937	83,433	440,370	-0.2	+11.9	+2.1
SKIN DIVER MAGAZINE	6	2.95	175,979	40,113	216,092	186,826	37,960	224,786	-5.8	+5.7	-3.9
SMITHSONIAN	6	2.50	2,267,974	12,834	2,280,808	2,292,760	9,349	2,302,109	-1.1	+37.3	-0.9
SNOW WEEK	7	1.95	23,865	843	24,708	24,752	108	24,860	-3.6	+680.6	-0.6
SOAP OPERA DIGEST	13	1.75	302,819	756,703	1,059,522	345,455	645,980	991,435	-12.3	+17.1	+6.9
SOAP OPERA STARS	3	2.00		88,124	88,124		94,876	94,876		-7.1	-7.1
SOLDIER OF FORTUNE	6	3.00	30,753	100,603	131,356	34,975	111,001	145,976	-12.1	-9.4	-10.0
SOPHISTICATE'S HAIRSTYLE GUIDE	3	2.95		87,850	87,850		81,661	81,661		+7.6	+7.6
SOUTH FLORIDA		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SOUTHERN ACCENTS	3	4.00	212,832	48,974	261,806	195,296	49,342	244,638	+9.0	-0.7	+7.0
SOUTHERN HOMES (METRO ATLANTA EDITION)		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SOUTHERN LIVING	6	2.50	2,109,541	172,166	2,281,707	2,098,260	185,379	2,283,639	+0.5	-7.1	-0.1
SOUTHERN MAGAZINE	6	2.50	253,704	6,714	260,418	210,251	7,667	217,918	+20.7	-12.4	+19.5
SOUTHERN OUTDOORS	5	2.50	217,524	17,319	234,843	208,875	21,073	229,948	+4.1	-17.8	+2.1
SOUTHWEST ART	6	4.50	52,354	10,512	62,866	50,609	10,654	61,263	+3.4	-1.3	+2.6
SPANAMERICA MAGAZINE NETWORK		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SPANAMERICAN MEN'S GROUP		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SPANAMERICAN WOMEN'S GROUP		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SPECTRUM		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SPIN		UNDER TEMPORARY SUSPENSION OF SERVICE									
SPORT	6	2.00	791,839	139,631	931,470	769,260	162,257	931,517	+2.9	-13.9	+0.0

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
THE SPORTING NEWS	28	2.25	702,018	39,248	741,266	695,989	43,497	739,486	+0.9	-9.8	+0.2
SPORTS AFIELD	6	1.95	430,942	80,372	511,314	422,284	88,088	510,372	+2.1	-8.8	+0.2
SPORTS ILLUSTRATED	26	2.25	3,259,645	179,353	3,438,998	2,988,364	162,049	3,150,413	+9.1	+10.7	+9.2
STAR	26	.75	525,858	3,097,200	3,623,058	477,834	3,265,824	3,743,658	+10.1	-5.2	-3.2
STAR COMICS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
STAR HITS	6	2.50	10,390	52,418	62,808	14,792	71,763	86,555	-29.8	-27.0	-27.4
STEREO REVIEW	6	2.25	460,215	56,383	516,598	470,439	61,300	531,739	-2.2	-8.0	-2.8
STOCK CAR RACING	6	2.75	48,332	44,821	93,153	39,571	40,579	80,150	+22.1	+10.5	+16.2
STREET & SMITH'S BASEBALL (1987 EDITION)	1	3.50		304,755	304,755		282,899	282,899		+7.7	+7.7
STREET & SMITH'S BASKETBALL (1987 EDITION)	1	3.50		309,006	309,006		292,460	292,460		+5.7	+5.7
STREET & SMITH'S COLLEGE FOOTBALL (1987 EDITION)	1	3.50		241,979	241,979		256,815	256,815		-5.8	-5.8
STREET & SMITH'S PRO FOOTBALL (1987 EDITION)	1	3.50		279,840	279,840		282,477	282,477		-0.9	-0.9
STREET & SMITH'S SPORTS GROUP (1987 EDITION)	1	3.50		1,135,580	1,135,580						
SUCCESS!	5	1.95	381,355	47,944	429,299	382,436	40,583	423,019	-0.3	+18.1	+1.5
THE SUN	26	.69	3,845	423,059	426,904	3,819	435,002	438,821	+0.7	-2.7	-2.7
SUNSET, THE MAGAZINE OF WESTERN LIVING	6	1.95	1,340,064	91,239	1,431,303	1,352,832	92,350	1,445,182	-0.9	-1.2	-1.0
SUPER CHEVY	6	2.50	77,708	63,438	141,146	69,111	65,498	134,609	+12.4	-3.1	+4.9
SUPER STOCK AND DRAG ILLUSTRATED	6	2.50	16,585	34,170	50,755	16,297	34,778	51,075	+1.8	-1.7	-0.6
SUPER TEEN	6	1.95		151,408	151,408		160,305	160,305		-5.6	-5.6
SYLVIA PORTER'S PERSONAL FINANCE MAGAZINE	5	1.95	418,633	40,916	459,549	355,861	50,500	406,361	+17.6	-19.0	+13.1
TEACHING AND COMPUTERS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
'TEEN	6	1.75	815,782	297,918	1,113,700	869,054	302,321	1,171,375	-6.1	-1.5	-4.9
TEEN BEAT	6	2.00	80,873	140,710	221,583	48,506	132,617	181,123	+66.7	+6.1	+22.3
TEEN MACHINE	3	1.95		91,457	91,457		82,731	82,731		+10.5	+10.5
THE TENNESSEE MAGAZINE	6		311,064		311,064	289,803		289,803	+7.3		+7.3
TENNIS	6	1.75	486,535	45,166	531,701	466,782	44,030	510,812	+4.2	+2.6	+4.1
TEXAS FISH & GAME	6	1.95	50,106	501	50,607	36,713	222	36,935	+36.5	+125.7	+37.0
TEXAS FISHERMAN	6	1.95	59,625	10,409	70,034	55,022	10,374	65,396	+8.4	+0.3	+7.1
TEXAS MONTHLY	6	1.95	262,363	45,920	308,283	242,502	44,195	286,697	+8.2	+3.9	+7.5
3-2-1 CONTACT	5		411,760		411,760	366,030		366,030	+12.5		+12.5
TIME ASIA	26		210,873	40,012	250,885	187,758	47,727	235,485	+12.3	-16.2	+6.5
TIME ATLANTIC	26		427,421	88,127	515,548	434,259	92,638	526,897	-1.6	-4.9	-2.2
TIME LATIN AMERICA	26		62,025	26,713	88,738	66,847	30,595	97,442	-7.2	-12.7	-8.9
TIME THE WEEKLY NEWSMAGAZINE	26	2.00	4,520,433	217,479	4,737,912	4,464,362	233,963	4,698,325	+1.3	-7.0	+0.8
TOURS & RESORTS	3	2.50	178,452	5,468	183,920	197,752	5,982	203,734	-9.8	-8.6	-9.7
TOWN & COUNTRY	6	3.00	329,135	91,883	421,018	325,941	94,843	420,784	+1.0	-3.1	+0.1
TRAILER BOATS	6	2.95	51,214	19,782	70,996	48,440	15,531	63,971	+5.7	+27.4	+11.0
TRAILER LIFE	6	2.50	312,176	19,257	331,433	302,591	18,248	320,839	+3.2	+5.5	+3.3
TRAINS	6	2.50	70,840	25,502	96,342	59,863	27,880	87,743	+18.3	-8.5	+9.8
TRAVEL & LEISURE	6	3.00	1,093,569	15,856	1,109,425	1,103,985	15,213	1,119,198	-0.9	+4.2	-0.9
TRAVELER	2	6.00	810,338	391	810,729	798,445	153	798,598	+1.5	+155.6	+1.5
TRAVELER, THE MAGAZINE FOR VACATION HOMEOWNERS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TRUCKIN'		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TRUE STORY	6	1.50	1,074,698	228,255	1,302,953	1,092,902	256,311	1,349,213	-1.7	-10.9	-3.4
TU INTERNACIONAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
TURTLE MAGAZINE FOR PRESCHOOL KIDS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TV CROSSWORDS	8	1.25	149,871	229,950	379,821	113,002	253,156	366,158	+32.6	-9.2	+3.7
TV GUIDE	26	.75	9,157,968	7,759,577	16,917,545	8,887,994	8,393,961	17,281,955	+3.0	-7.6	-2.1
TV PICTURE LIFE/METAL EDGE	6	2.00		133,846	133,846		140,054	140,054		-4.4	-4.4
TV WORD GAMES	6	.99		58,717	58,717		60,083	60,083		-2.3	-2.3
UNIQUE HOMES	3	6.95	33,442	32,933	66,375	42,058	33,500	75,558	-20.5	-1.7	-12.2
U.S. NEWS & WORLD REPORT	25	1.95	2,309,582	56,348	2,365,930	2,295,601	55,712	2,351,313	+0.6	+1.1	+0.6
US MAGAZINE	12	1.50	864,537	389,858	1,254,395	693,017	387,158	1,080,175	+24.7	+0.7	+16.1
UTNE READER	3	4.00	86,164	9,516	95,680	57,408	9,778	67,186	+50.1	-2.7	+42.4
VANIDADES CONTINENTAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
VANITY FAIR	6	2.00	433,188	171,023	604,211	343,947	135,954	479,901	+25.9	+25.8	+25.9
VENTURE	6	3.00	439,055	18,176	457,231	358,734	18,224	376,958	+22.4	-0.3	+21.3
VFW AUXILIARY MAGAZINE	3		712,200		712,200	706,784		706,784	+0.8		+0.8
VFW MAGAZINE	6	.20	1,800,153		1,800,153	1,809,300		1,809,300	-0.5		-0.5
VIDEO	6	1.95	355,306	65,030	420,336	307,313	75,222	382,535	+15.6	-13.5	+9.9
VIDEO MARKET PLACE	3	2.50	94,098	11,930	106,028						
VIDEO REVIEW	6	1.95	392,431	61,233	453,664	372,037	77,964	450,001	+5.5	-21.5	+0.8
VISION-THE LATIN AMERICAN MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
VOGUE	6	3.00	440,910	781,319	1,222,229	454,507	805,037	1,259,544	-3.0	-2.9	-3.0
VOGUE KNITTING INTERNATIONAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
VOGUE PATTERNS	3	2.50	153,151	91,306	244,457	122,559	103,608	226,167	+25.0	-11.9	+8.1
VW & PORSCHE	3	2.50	28,313	52,062	80,375	23,465	54,039	77,504	+20.7	-3.7	+3.7
"W"	12	2.50	218,153	25,344	243,497	197,934	28,387	226,321	+10.2	-10.7	+7.6
THE WALKING MAGAZINE	3	2.95	283,027	32,205	315,232						

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
THE WASHINGTON POST NATIONAL WEEKLY EDITION	27	1.50	63,398	1,038	64,436	54,220	742	54,962	+16.9	+39.9	+17.2
WASHINGTON, THE EVERGREEN STATE MAGAZINE	3	2.95	59,800	12,919	72,719	60,527	14,196	74,723	-1.2	-9.0	-2.7
THE WASHINGTONIAN	6	1.95	105,408	51,320	156,728	101,051	48,272	149,323	+4.3	+6.3	+5.0
WEEKLY WORLD NEWS	26	.55	41,357	980,351	1,021,708	33,361	969,968	1,003,329	+24.0	+1.1	+1.8
WEIGHT WATCHERS MAGAZINE	6	1.75	812,032	163,246	975,278	774,780	155,387	930,167	+4.8	+5.1	+4.8
WESTERN HORSEMAN	6	1.95	103,343	64,743	168,086	97,419	61,543	158,962	+6.1	+5.2	+5.7
WESTERN OUTDOORS	5	2.00	127,012	8,304	135,316	131,128	8,987	140,115	-3.1	-7.6	-3.4
WESTWAYS	6	2.00	484,966		484,966	476,471		476,471	+1.8		+1.8
WILDFOWL	3	3.50	27,780	131	27,911	28,913	2,720	31,633	-3.9	-95.2	-11.8
WING & SHOT	3	3.50	15,927	161	16,088	17,189	2,492	19,681	-7.3	-93.5	-18.3
WOMAN	4	1.95	3,736	520,950	524,686	2,315	478,207	480,522	+61.4	+8.9	+9.2
WOMAN'S DAY	8	.99	117,142	5,021,138	5,138,280	83,169	5,180,725	5,263,894	+40.8	-3.1	-2.4
WOMAN'S WORLD	26	.89		1,401,689	1,401,689		1,397,107	1,397,107		+0.3	+0.3
WOMEN'S SPORTS AND FITNESS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
WOODENBOAT	3	3.95	56,773	45,784	102,557	55,686	46,598	102,284	+2.0	-1.7	+0.3
THE WORKBASKET	5	1.50	1,576,437	15,800	1,592,237	1,762,729	21,800	1,784,529	-10.6	-27.5	-10.8
WORKBENCH	3	2.00	871,848	31,000	902,848	860,163	36,667	896,830	+1.4	-15.5	+0.7
WORKING MOTHER	6	1.95	589,849	14,143	603,992	577,452	14,066	591,518	+2.1	+0.5	+2.1
WORKING WOMAN	6	2.50	823,604	64,236	887,840	782,857	41,981	824,838	+5.2	+53.0	+7.6
WORLD PRESS REVIEW	6	2.95	63,075	2,264	65,339	58,774	2,367	61,141	+7.3	-4.4	+6.9
WORLD TENNIS	6	1.75	395,927	24,246	420,173	358,820	24,239	383,059	+10.3	+0.0	+9.7
WWF MAGAZINE	6	2.50	51,538	186,600	238,138	51,483	161,407	212,890	+0.1	+15.6	+11.9
WRITER'S DIGEST	6	2.25	180,038	26,385	206,423	196,983	23,213	220,196	-8.6	+13.7	-6.3
YACHTING	6	2.50	93,042	39,714	132,756	94,911	41,117	136,028	-2.0	-3.4	-2.4

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/88 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/87 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
YANKEE	6	1.95	941,932	61,390	1,003,322	935,044	65,549	1,000,593	+0.7	-6.3	+0.3
YM	5	1.50	703,145	142,049	845,194	697,938	126,075	824,013	+0.7	+12.7	+2.6
ZOOMIN'	2	3.00	11,970	176	12,146						
CANADA											
ALBERTA/WESTERN REPORT	26	2.00	50,489	3,315	53,804	54,264	3,635	57,899	-7.0	-8.8	-7.1
ALMANACH DU PEUPLE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
ATLANTIC INSIGHT	6	1.95	36,988	2,086	39,074	33,986	2,331	36,317	+8.8	-10.5	+7.6
BC OUTDOORS	5	2.50	31,046	5,653	36,699	34,874	5,378	40,252	-11.0	+5.1	-8.8
CANADIAN BUSINESS	6	3.00	79,875	5,991	85,866	78,762	9,486	88,248	+1.4	-36.8	-2.7
CANADIAN LIVING	6	1.99	340,857	197,958	538,815	318,329	190,349	508,678	+7.1	+4.0	+5.9
CANADIAN LIVING'S FOOD MAGAZINE	3	3.50	40,623	79,156	119,779	33,335	105,822	139,157	+21.9	-25.2	-13.9
CANADIAN WORKSHOP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
CANADIAN VACHTING	6	2.75	18,087	3,212	21,299	19,883	3,414	23,297	-9.0	-5.9	-8.6
CHATELAINE	6	2.00	942,943	71,217	1,014,160	1,000,792	70,987	1,071,779	-5.8	+0.3	-5.4
CHATELAINE (FRENCH LANGUAGE EDITION)	6	2.00	253,685	18,641	272,326	267,682	19,629	287,311	-5.2	-5.0	-5.2
CITY & COUNTRY HOME	5	3.00	84,324	6,255	90,579	81,168	6,291	87,459	+3.9	-0.6	+3.6
CLIN D'OEIL	6	2.95	16,111	61,107	77,218	10,502	63,404	73,906	+53.4	-3.6	+4.5
COMBINED STATEMENT FOR CHATELAINE AND CHATELAINE (FRENCH LANGUAGE EDITION)	6	2.00	1,196,628	89,858	1,286,486	1,268,474	90,616	1,359,090	-5.7	-0.8	-5.3
COUP DE PEIGNE	2	2.95	2,005	26,469	28,474	2,935	28,101	31,036	-31.7	-5.8	-8.3
COUP DE POUCE	6	2.25	54,607	73,704	128,311	67,908	77,731	145,639	-19.6	-5.2	-11.9
COUP DE POUCE EXTRA	3	2.99		33,803	33,803		42,969	42,969		-21.3	-21.3
CRAFTS PLUS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
CROC	6	2.95	16,165	62,207	78,372	15,539	56,349	71,888	+4.0	+10.4	+9.0
DECORATION CHEZ-SOI	6	2.95	25,342	36,937	62,279	21,416	44,655	66,071	+18.3	-17.3	-5.7
EASTERN WOODS & WATERS	4	2.25	12,315	4,322	16,637	8,483	3,776	12,259	+45.2	+14.5	+35.7
EQUINOX-THE MAGAZINE OF CANADIAN DISCOVERY	3	3.95	150,345	12,610	162,955	154,672	11,583	166,255	-2.8	+8.9	-2.0
FILLES D'AUJOURD'HUI	6	2.50	11,694	25,544	37,238	14,162	18,286	32,448	-17.4	+39.7	+14.8
FINANCIAL TIMES OF CANADA	26	1.00	104,686	4,496	109,182	106,897	3,927	110,824	-2.1	+14.5	-1.5
FLARE	6	2.25	197,747	27,751	225,498	195,922	28,312	224,234	+0.9	-2.0	+0.6
HARROWSMITH MAGAZINE	3	3.50	138,709	19,013	157,722	142,597	16,867	159,464	-2.7	+12.7	-1.1
HOCKEY NEWS	22	1.75	82,205	22,799	105,004	82,845	23,445	106,290	-0.8	-2.8	-1.2
L'ACTUALITE	6	2.00	241,822	22,261	264,083	243,641	21,829	265,470	-0.7	+2.0	-0.5
L'ARGENT ET VOUS	6	2.95	11,920	17,900	29,820	6,465	33,152	39,617	+84.4	-46.0	-24.7
LE LUNDI	26	1.89	28,709	76,527	105,236	17,962	79,285	97,247	+59.8	-3.5	+8.2
LE TEMPS DE VIVRE	6	1.95	15,876	14,782	30,658	12,456	9,341	21,797	+27.5	+58.2	+40.7
LEGION MAGAZINE	5	1.00	506,368		506,368	504,278		504,278	+0.4		+0.4
LES IDEES DE MA MAISON	5	2.95	38,774	48,509	87,283	40,532	48,443	88,975	-4.3	+0.1	-1.9
MACLEAN'S-CANADA'S WEEKLY NEWSMAGAZINE	26	2.00	605,668	13,658	619,326	634,318	14,227	648,545	-4.5	-4.0	-4.5
THE NEWFOUNDLAND HERALD	26	1.00	1,155	40,493	41,648	1,016	38,835	39,851	+13.7	+4.3	+4.5
ONTARIO OUT OF DOORS	5	2.50	49,338	9,324	58,662	47,282	9,007	56,289	+4.3	+3.5	+4.2
ORAH	3		13,724		13,724	13,825		13,825	-0.7		-0.7
OUTDOOR CANADA	5	2.95	128,969	9,884	138,853	134,061	9,790	143,851	-3.8	+1.0	-3.5
PACIFIC YACHTING	6	2.75	11,321	4,704	16,025	11,958	5,274	17,232	-5.3	-10.8	-7.0
PHOTO LIFE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
PLANS DE MAISONS DU QUEBEC	2	3.95	8,094	22,863	30,957	6,162	23,136	29,298	+31.4	-1.2	+5.7
QUEBEC SCIENCE	6	2.95	15,402	4,117	19,519	15,555	4,319	19,874	-1.0	-4.7	-1.8

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

			AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
QUEBEC YACHTING VOILE & MOTEUR	5	2.95	5,731	2,166	7,897	5,625	2,176	7,801	+1.9	-0.5	+1.2
THE READER'S DIGEST CANADIAN ENGLISH EDITION	6	2.25	1,266,622	76,947	1,343,569	1,253,491	81,401	1,334,892	+1.0	-5.5	+0.7
THE READER'S DIGEST-COMBINED STATEMENT FOR THE CANADIAN ENGLISH AND CANADIAN FRENCH EDITIONS	6	2.25	1,606,399	99,363	1,705,762	1,604,723	105,387	1,710,110	+0.1	-5.7	-0.3
RENOVATION BRICOLAGE	6	2.95	25,873	12,347	38,220	26,718	11,336	38,054	-3.2	+8.9	+0.4
SANTE	5	2.95	13,846	14,717	28,563	9,012	19,374	28,386	+53.6	-24.0	+0.6
SATURDAY NIGHT	6	3.25	108,708	6,375	115,083	124,466	9,543	134,009	-12.7	-33.2	-14.1
SEL & POIVRE	5	2.95	13,610	13,961	27,571	11,004	15,114	26,118	+23.7	-7.6	+5.6
SELECT HOMES	4	2.95	106,510	8,262	114,772	113,686	8,217	121,903	-6.3	+0.5	-5.8
SELECTION DU READER'S DIGEST	6	2.25	339,777	22,416	362,193	351,232	23,986	375,218	-3.3	-6.5	-3.5
SENTIER CHASSE-PECHE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SOUND & VISION		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TIME-THE WEEKLY NEWSMAGAZINE-IN CANADA	26	2.25	333,281	22,650	355,931	310,250	24,983	335,233	+7.4	-9.3	+6.2
TORONTO LIFE	10	2.50	81,881	16,194	98,075	81,244	16,337	97,581	+0.8	-0.9	+0.5
TORONTO LIFE FASHION	4	2.25	125,418	16,745	142,163	115,009	16,873	131,882	+9.1	-0.8	+7.8
TRAVEL A LA CARTE	3	2.50	111,845		111,845	101,799		101,799	+9.9		+9.9
TV GUIDE	26	.95	424,383	391,538	815,921	411,057	392,802	803,859	+3.2	-0.3	+1.5
TV HEBDO	26	1.00	52,670	236,288	288,958	49,264	221,919	271,183	+6.9	+6.5	+6.6
TV PLUS	26	.90	221	20,483	20,704	187	20,770	20,957	+18.2	-1.4	-1.2
WESTERN SPORTSMAN	3	2.50	27,282	3,252	30,534	27,839	3,275	31,114	-2.0	-0.7	-1.9
WOW!		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
YOU/VERVE	3	2.25	86,588	7,612	94,200	53,337	4,492	57,829	+62.3	+69.5	+62.9
YOUR MONEY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	ISSUES IN PERIOD	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/88			AVERAGES FOR SIX MONTHS ENDED 6/30/87			% OF INCREASE OR DECREASE		
			SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
FOREIGN											
AL MOSTAKBAL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
IMAGEN	6	2.50	32,674	19,056	51,730						
KOL AL ARAB			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
RITMO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
T.V. Y NOVELAS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
VEA	26	.95	8,078	53,686	61,764	8,847	47,478	56,325	-8.7	+13.1	+9.7

ABC Business Publications

United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/87	6/30/87
U.S.					
ADVERTISING AGE	93,705		93,705	91,462	90,702
ADWEEK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ADWEEK NETWORK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ADWEEK'S MARKETING WEEK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AEROSOL AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AGRICULTURAL ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AIR CONDITIONING, HEATING & REFRIGERATION NEWS	28,250	1,005	29,255	28,264	28,642
AIRLINE, SHIP & CATERING ONBOARD SERVICE MAGAZINE	UNDER TEMPORARY SUSPENSION OF SERVICE				
ABA BANKING JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ACP OBSERVER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE AMERICAN FUNERAL DIRECTOR	10,005		10,005	10,001	10,005
AMERICAN CLASS REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN HEALTH:FITNESS OF BODY AND MIND: WAITING ROOM EDITION		77,547	77,547	100,000	60,029@
AMERICAN INK MAKER	2,833		2,833	2,647	
THE AMERICAN JOURNAL OF CARDIOLOGY	21,464	5,023	26,487	27,564	22,552
THE AMERICAN JOURNAL OF MEDICINE	29,563	7,638	37,201	38,085	33,267
AMERICAN JOURNAL OF NURSING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN JOURNAL OF OPHTHALMOLOGY	19,006		19,006	19,131	19,284
THE AMERICAN JOURNAL OF SURGERY	16,850	3,243	20,093	20,201	17,235
AMERICAN PAINT & COATINGS JOURNAL	4,282	1,137	5,419	5,348	5,256
THE AMERICAN SCHOOL BOARD JOURNAL	41,094		41,094	40,954	41,163
AMERICAN SHOEMAKING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ASHRAE JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/87	6/30/87
AMUSEMENT BUSINESS	11,893		11,893	13,111	12,929
ANALYTICAL CHEMISTRY	26,285		26,285	26,929	25,763
ANNALS OF INTERNAL MEDICINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
APPAREL MERCHANDISING		41,777	41,777	41,947	42,119
AQUACULTURE MAGAZINE	6,385		6,385	5,813	5,589
ARCHITECTURE INCORPORATING ARCHITECTURAL TECHNOLOGY	62,942	5,652	68,594	66,451	66,803
ARMY	154,776		154,776	165,311	169,566
ART DIRECTION	7,246		7,246	7,923	8,415
ARTS AND ACTIVITIES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ASSOCIATION MANAGEMENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ATLANTA BUSINESS CHRONICLE	14,123	6,928	21,051	25,870	26,655
AUTOMOTIVE NEWS	73,290		73,290	70,616	68,022
AVIATION WEEK & SPACE TECHNOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BAKING & SNACK SYSTEMS		8,810	8,810	5,077	5,007
BALTIMORE BUSINESS JOURNAL	7,408		7,408	7,120	6,692
BETTER ROADS		37,844	37,844	36,790	37,609
BEVERAGE WORLD	11,729	18,682	30,411	30,117	30,130
BILLBOARD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
BOBBIN MAGAZINE	8,793		8,793	8,450	8,664
BOSTON BUSINESS JOURNAL	9,256	35,939	45,195	42,582	39,517
BOXBOARD CONTAINERS	4,600	9,206	13,806	13,726	13,686
BOXOFFICE	9,217		9,217	9,362	9,564
BROADCASTING-THE NEWSWEEKLY OF THE FIFTH ESTATE	33,170		33,170	33,265	33,153
BROWARD REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/87	6/30/87
BUILDING SUPPLY HOME CENTERS		43,033	43,033	43,009	43,035
BUSINESS FIRST (THE BUSINESS NEWSPAPER OF GREATER LOUISVILLE)	9,254		9,254	9,080	8,742
BUSINESS FIRST OF BUFFALO, INC.	9,083		9,083	8,847	8,395
BUSINESS FIRST OF COLUMBUS	10,269		10,269	10,299	9,268
BUSINESS JOURNAL OF NEW JERSEY	5,695	23,325	29,020	24,489	22,809
THE BUSINESS JOURNAL SERVING CHARLOTTE AND THE METROPOLITAN AREA	6,812		6,812	6,650	6,231
THE BUSINESS JOURNAL SERVING GREATER MILWAUKEE	12,206		12,206	12,490	11,527
THE BUSINESS JOURNAL SERVING GREATER PORTLAND	9,985		9,985	10,059	9,834
THE BUSINESS JOURNAL-SERVING GREATER SACRAMENTO	12,192		12,192	11,837	11,089
THE BUSINESS JOURNAL SERVING PHOENIX AND THE VALLEY OF THE SUN	11,304	1,868	13,172	18,296	18,600
BUSINESS MONTH	4,141	370,902	375,043	301,546	301,589
BUSINESS NH	2,196	10,992	13,188	12,372	12,090
BUSINESS WEEK INDUSTRIAL/TECHNOLOGY	288,349		288,349	286,079	292,715
CALIFORNIA BUSINESS	25,964	97,457	123,421	111,414	67,527
CANDY INDUSTRY MAGAZINE	3,275	632	3,907	3,891	3,845
CAPITAL DISTRICT BUSINESS REVIEW	9,127		9,127	8,385	7,090
CATALOG AGE	410	12,553	12,963	12,773	12,567
CHAIN STORE AGE EXECUTIVE	1,612	31,194	32,806	32,775	32,292
CHANNELS, THE BUSINESS OF COMMUNICATIONS	4,522	19,123	23,645	26,542	24,676
CHEMICAL AND ENGINEERING NEWS	127,321		127,321	127,600	125,390
CHEMICAL ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHEMICAL MARKETING REPORTER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/87	6/30/87
CHEMICAL WEEK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CINCINNATI BUSINESS COURIER	9,206		9,206	8,684	7,830
CITY & STATE	6,426	27,383	33,809	30,214	30,719
CLASSROOM COMPUTER LEARNING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
COMMERCIAL WEST	2,897	1,860	4,757	4,829	4,453
COMPUTER & SOFTWARE NEWS		57,641	57,641	56,077	50,730
COMPUTER GRAPHICS TODAY	579	43,675	44,254	37,125	35,246
COMPUTER GRAPHICS WORLD	17,392	33,345	50,737	43,529	44,089
COMPUTERWORLD	132,870		132,870	123,010	125,458
CONCRETE CONSTRUCTION	14,914	71,422	86,336	91,155	83,559
CONSTRUCTION BULLETIN	4,870	492	5,362	5,372	5,552
CORPORATE FINANCE		50,432	50,432	50,422	50,574
CORPORATE REPORT MINNESOTA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CORPORATE TELEVISION		18,063	18,063	16,513	
COSMETICS & TOILETRIES	2,983		2,983	3,075	2,878
CRAIN'S CHICAGO BUSINESS	44,668	6,732	51,400	50,966	51,096
CRAIN'S CLEVELAND BUSINESS	9,124	16,900	26,024	24,823	25,140
CRAIN'S DETROIT BUSINESS	28,302	3,248	31,550	31,353	31,422
CRAIN'S NEW YORK BUSINESS	27,773	44,636	72,409	72,916	73,324
DALLAS/FORT WORTH BUSINESS JOURNAL	7,881	18,238	26,119	34,930	39,513
DATA COMMUNICATIONS	43,411	13,689	57,100	55,028	53,918
DECOR	23,755		23,755	23,022	22,145
DEFENSE NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE DENVER BUSINESS JOURNAL	9,725		9,725	9,534	7,367
DESIGN NEWS		170,033	170,033	170,062	170,070

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/88

				TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	12/31/87	6/30/87
DESIGNERS WEST	29,775	3,351	33,126	31,885	33,676
DIRECT MARKETING MAGAZINE	13,773	1,135	14,908	14,592	17,581
DISCOUNT STORE NEWS	6,424	21,958	28,382	25,019	26,194
DO IT YOURSELF RETAILING	28,489	41,295	69,784	68,044	62,902
DRUG & COSMETIC INDUSTRY	5,066	7,632	12,698	12,713	12,626
DRUG STORE NEWS	39,697	2,627	42,324	41,956	42,629
EDITOR & PUBLISHER-THE FOURTH ESTATE	24,785	2,950	27,735	27,614	27,432
ELECTRICAL CONSTRUCTION & MAINTENANCE	23,121	78,324	101,445	101,146	100,726
ELECTRICAL WHOLESALING	17,730	2,416	20,146	20,305	20,089
ELECTRICAL WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ELECTRONIC LEARNING	12,217	68,436	80,653	81,657	70,440
ELECTRONIC MEDIA	12,903	14,063	26,966	25,016	24,694
ELECTRONIC NEWS	43,917	39,415	83,332	92,813	92,064
ELECTRONIC SERVICING & TECHNOLOGY	39,514		39,514	41,178	43,168
EMERGENCY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ENERGY USER NEWS	10,545		10,545	12,146	12,980
ENR	95,576		95,576	95,553	97,597
ENGINEERING TIMES	58,800	12,161	70,961	73,131	74,143
EXECUTIVE EDUCATOR	15,340		15,340	15,707	14,953
FEEDSTUFFS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FINANCIAL ANALYSTS JOURNAL	20,212		20,212	19,951	19,105
FINANCIAL EXECUTIVE	UNDER TEMPORARY SUSPENSION OF SERVICE				
FIRE COMMAND	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FIRE ENGINEERING	38,346		38,346	36,230	37,576
FIRE JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/87	6/30/87
FLOOR COVERING WEEKLY	11,619	9,664	21,283	21,265	21,302
FLOORING	4,422	20,121	24,543	24,438	25,077
FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT	11,141		11,141	11,008	11,315
FOOD TECHNOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FOOTWEAR NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FORECAST FOR HOME ECONOMICS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FRAMES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FUELOIL & OIL HEAT MAGAZINE	3,738	7,675	11,413	11,334	11,206
GAS INDUSTRIES		9,251	9,251	9,411	10,161
GEYER'S OFFICE DEALER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GIFTS & DECORATIVE ACCESSORIES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GLASS DIGEST	8,753	2,240	10,993	10,922	10,760
GLASS INDUSTRY	1,852	455	2,307	2,335	2,365
GOLF INDUSTRY MAGAZINE	163	14,631	14,794	14,795	
THE GOURMET RETAILER MAGAZINE	685	16,000	16,685	16,717	
GRAIN AGE	322	7,780	8,102	8,025	8,195
HARDWARE AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
HAWAII BUSINESS	9,500		9,500	9,806	10,002
HAWAII INVESTOR	2,911	8,887	11,798	12,091	11,770
HIGHWAY & HEAVY CONSTRUCTION		76,005	76,005	74,006	72,002
HOUSEWARES	2,437	11,605	14,042	14,146	13,955
HOUSTON BUSINESS JOURNAL	12,259	8,553	20,812	24,389	30,154
HYDROCARBON PROCESSING	21,013	6,629	27,642	27,445	29,235
INDIANAPOLIS BUSINESS JOURNAL	14,382		14,382	14,633	14,414
ID-MAGAZINE OF INDUSTRIAL DESIGN	18,287		18,287	16,234	15,076

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/87	6/30/87
INDUSTRY WEEK	1,752	324,633	326,385	326,306	326,335
INSURANCE SALES	27,312		27,312	25,566	24,704
INTERIOR DESIGN	56,972		56,972	57,278	57,615
INTERNATIONAL CONTACT LENS CLINIC	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
INTIMATE FASHION NEWS	3,647	2,341	5,988	5,383	
JACKSONVILLE BUSINESS JOURNAL	8,825		8,825	9,159	7,992
JET CARGO NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE JEWELERS' CIRCULAR-KEYSTONE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE JOURNAL OF ACCOUNTANCY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
JOURNAL WATER POLLUTION CONTROL FEDERATION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
KANSAS CITY BUSINESS JOURNAL	14,400		14,400	14,504	13,982
LIBRARY JOURNAL	23,705		23,705	23,992	25,258
LIFE INSURANCE SELLING	43,754		43,754	43,680	43,550
LIGHTWAVE, THE JOURNAL OF FIBER OPTICS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
LP/GAS	5,495	9,798	15,293	15,238	15,292
LOCKSMITH LEDGER	18,775		18,775	18,489	17,692
LOS ANGELES BUSINESS JOURNAL	14,360	36,285	50,645	60,593	60,421
THE MANUFACTURING CONFECTIONER	2,759	730	3,489	3,475	3,310
MEMPHIS BUSINESS JOURNAL	9,156		9,156	8,414	
METAL FINISHING	10,090		10,090	10,203	10,359
METRO CHICAGO REAL ESTATE		10,197	10,197	10,365	10,101
MIAMI REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MICHIGAN BEVERAGE NEWS	5,427	75	5,502	5,555	5,669
MICHIGAN CONTRACTOR & BUILDER	2,880	204	3,084	3,100	2,986
MICHIGAN ROADS AND CONSTRUCTION	1,379	487	1,866	1,862	1,877

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/87	6/30/87
MILLING & BAKING NEWS	4,381		4,381	4,363	4,412
MODERN PLASTICS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MODERN SALON	112,573	19,400	131,973	131,475	130,807
MOTOR	125,352		125,352	125,211	125,323
THE MUSIC TRADES	6,418		6,418	6,541	6,518
NASHVILLE BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NATION'S RESTAURANT NEWS	91,314	1,747	93,061	93,031	91,660
NATIONAL DEFENSE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NATIONAL HOME CENTER NEWS	3,499	46,170	49,669	45,220	43,545
NHFA'S COMPETITIVEDGE	UNDER TEMPORARY SUSPENSION OF SERVICE				
THE NATIONAL LOCKSMITH	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NATIONAL PETROLEUM NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NATIONAL PROVISIONER	8,824		8,824	8,630	8,680
THE NATIONAL UNDERWRITER LIFE & HEALTH/ FINANCIAL SERVICES EDITION	16,367	12,927	29,294	30,201	30,595
THE NATIONAL UNDERWRITER PROPERTY AND CASUALTY/EMPLOYEE BENEFITS EDITION	UNDER TEMPORARY SUSPENSION OF SERVICE				
NETWORK WORLD		70,092	70,092	67,000	63,879
NEW JERSEY SUCCESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NORTHERN LOGGER AND TIMBER PROCESSOR	13,367		13,367	13,147	12,873
NORTHWESTERN BANKER	2,895	1,482	4,377	4,111	4,101
OIL AND GAS INVESTOR	4,343	822	5,165	4,702	4,399
THE OIL AND GAS JOURNAL	45,490		45,490	47,304	51,094
OPTICAL INDEX	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ORLANDO BUSINESS JOURNAL	4,738	6,578	11,316	12,256	13,240
PACIFIC BUSINESS NEWS	13,342		13,342	13,303	13,240

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/87	6/30/87
PACIFIC FISHING	9,340		9,340	8,561	8,983
PACKAGING DIGEST		104,788	104,788	99,949	99,428
THE PACKER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PALM BEACH REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PAPER SALES	8,337	4,499	12,836	12,836	13,064
PEDIATRICS	38,954		38,954	44,465	30,895@
PERSONNEL JOURNAL	26,683		26,683	26,955	25,580
PETROLEUM ENGINEER INTERNATIONAL	5,659	30,612	36,271	36,277	36,171
PHILADELPHIA BUSINESS JOURNAL	11,812		11,812	11,297	10,705
PHOTO DISTRICT NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PIPELINE & GAS JOURNAL	4,058	20,005	24,063	24,129	24,194
PITTSBURGH BUSINESS TIMES-JOURNAL	8,785		8,785	9,002	9,041
PLASTICS ENGINEERING	26,673		26,673	23,238	
PLAYTHINGS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
POLICE MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
POOL & SPA NEWS	7,768	7,240	15,008	13,237	12,032
THE POULTRY TIMES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
POWER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PRINT, AMERICA'S GRAPHIC DESIGN MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROFESSIONAL BUILDER	5,686	135,829	141,515	142,382	142,732
PROGRESSIVE ARCHITECTURE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROVIDENCE BUSINESS NEWS /	1,603	20,708	22,311	21,753	8,049
PUBLIC RELATIONS JOURNAL	18,019		18,019	17,702	17,508
PUBLIC UTILITIES FORTNIGHTLY	7,396		7,396	7,578	7,523
PUBLISHERS WEEKLY	36,255		36,255	36,435	35,[illegible]01

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/87	6/30/87
PUGET SOUND BUSINESS JOURNAL	12,458	2,180	14,638	18,954	18,135
RAILWAY TRACK AND STRUCTURES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
REEVES JOURNAL, PLUMBING-HEATING-COOLING		20,288	20,288	20,327	20,063
RSC REFRIGERATION SERVICE & CONTRACTING	33,461		33,461	30,164	30,459
RESTAURANTS & INSTITUTIONS		138,810	138,810	138,064	138,035
RISK MANAGEMENT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ROOFING/SIDING/INSULATION	4,144	16,785	20,929	21,171	
ROUGH NOTES	19,843		19,843	20,149	20,136
RUBBER WORLD	3,795	6,374	10,169	10,531	10,834
RURAL ELECTRIFICATION	UNDER TEMPORARY SUSPENSION OF SERVICE				
ST. LOUIS BUSINESS JOURNAL	17,821		17,821	18,294	17,903
SALES AND MARKETING MANAGEMENT	57,454		57,454	52,602	51,420
SAN ANTONIO BUSINESS JOURNAL	7,084		7,084	6,399	
SAN DIEGO BUSINESS JOURNAL	6,903	8,000	14,903	18,291	19,746
SAN JOSE BUSINESS JOURNAL SERVING SAN JOSE AND THE SANTA CLARA VALLEY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SAVINGS INSTITUTIONS	25,120		25,120	26,468	26,634
SCHOLASTIC COACH	28,496	13,516	42,012	53,549	37,267
THE SCHOOL ADMINISTRATOR	16,417		16,417	16,281	16,197
SCHOOL ARTS	18,760	2,310	21,070	21,375	20,894
SCHOOL BUSINESS AFFAIRS	6,087		6,087	6,105	6,055
SCHOOL LIBRARY JOURNAL	40,189		40,189	40,489	41,145
SCREEN PRINTING MAGAZINE	11,536	715	12,251	12,597	12,351
SEA POWER	55,555	6,662	62,217	59,737	57,291
SEAFOOD BUSINESS	1,709	13,655	15,364	14,922	16,061
SEED TRADE NEWS	1,142	1,932	3,074	3,177	3,277

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/87	6/30/87
SEED WORLD	2,930	3,993	6,923	6,465	7,096
SHIPPING DIGEST	4,893		4,893	4,962	5,072
SIGNS OF THE TIMES	17,160	724	17,884	17,770	18,241
SOAP/COSMETICS/CHEMICAL SPECIALTIES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SOUTH FLORIDA BUSINESS JOURNAL	6,394	11,384	17,778	23,922	30,230
THE STANDARD	4,870		4,870	4,941	4,940
SUPERMARKET NEWS	57,250		57,250	55,881	54,737
TAMPA BAY BUSINESS JOURNAL	5,869	11,931	17,800	19,616	18,217
T.H.E. JOURNAL: TECHNOLOGICAL HORIZONS IN EDUCATION		95,500	95,500	85,104	88,266
TELEPHONY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TENNIS INDUSTRY MAGAZINE	302	19,911	20,213	20,177	
TIRE BUSINESS	5,786	9,771	15,557	15,733	15,705
TOBACCO INTERNATIONAL	1,717	519	2,236	2,497	2,204
TOUR & TRAVEL NEWS		48,087	48,087	47,087	
TRAFFIC WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRANSPORT TOPICS	28,907		28,907	29,295	29,887
THE TRAVEL AGENT	33,209	11,514	44,723	42,589	42,532
TRAVEL TRADE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
TRAVEL WEEKLY	43,035		43,035	43,281	42,442
UNDERWRITERS' REPORT	6,094		6,094	5,482	5,443
UNIX/WORLD	40,275		40,275	34,237	32,005
UPSCALE DISCOUNTING	401	12,487	12,888	12,900	13,083
VIDEOGRAPHY	1,901	27,831	29,732	28,313	27,645
VISUAL MERCHANDISING + STORE DESIGN	12,380	294	12,674	12,575	12,345
WALLCOVERINGS	3,053	13,250	16,303	16,407	16,305

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/87	6/30/87
WASHINGTON BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WJR (WASHINGTON JOURNALISM REVIEW)	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WASHINGTON TECHNOLOGY	341	23,527	23,868	20,709	
WATER & WASTES DIGEST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE WATERWAYS JOURNAL	5,986		5,986	6,064	6,165
WELDING JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WESTERN BUILDER	4,299		4,299	4,321	4,313
WESTERN OIL WORLD	2,948	2,470	5,418	5,236	5,116
WICHITA BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WILSON LIBRARY BULLETIN	12,936		12,936	13,342	13,630
WINES & VINES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WORLD OIL	2,629	35,118	37,747	38,009	39,883
REFERENCE PERIODICALS					
BUSINESS PUBLICATION RATES AND DATA	6,542		6,542	6,712	6,956
COMMUNITY PUBLICATION RATES AND DATA	1,854		1,854	1,844	1,901
CONSUMER MAGAZINE AND AGRI-MEDIA RATES AND DATA	5,516		5,516	5,684	5,887
DATA SOURCES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NEWSPAPER RATES AND DATA	5,491		5,491	5,673	5,868
THE POCKET LIST OF RAILROAD OFFICIALS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
SPOT RADIO RATES AND DATA	3,751		3,751	3,948	4,119
SPOT TELEVISION RATES AND DATA	3,913		3,913	4,032	4,167

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	AVERAGES FOR 6 MONTHS ENDED 6/30/88			TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	12/31/87	6/30/87
CANADA					
BUSINESS QUARTERLY	8,913	212	9,125	9,386	9,372
CANADIAN TRAVEL PRESS WEEKLY		18,484	18,484	17,696	17,035
CANADIAN UNDERWRITER	8,021		8,021	7,940	7,778
FINANCE	37,153		37,153	39,094	36,811
INFORMATIQUE & BUREAUTIQUE	11,933	8,809	20,742	19,185	22,022
JOURNAL CONSTRUCTO	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
LES AFFAIRES	90,739		90,739	93,767	92,403
MUNICIPAL WORLD	7,612	2,513	10,125	10,055	10,190
OH&S CANADA	6,098		6,098	6,207	5,786
QUEBEC CONSTRUCTION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
REVUE COMMERCE	37,219		37,219	37,673	37,808
TOURISME +, LE JOURNAL DES VOYAGES	990	4,815	5,805	5,529	5,419
FOREIGN					
WORLD EXECUTIVE'S DIGEST	1,937	36,312	38,249	65,788	59,068

ABC Farm Publications

United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED 12/31/87	6/30/87
U.S.					
AMERICAN AGRICULTURIST	47,306		47,306	48,377	50,113
AMERICAN VEGETABLE GROWER	26,125	10,427	36,552	36,110	34,643
ARIZONA FARMER-STOCKMAN	3,016		3,016	3,091	3,059
BEEF TODAY		190,027	190,027	180,110	168,947
CALIFORNIA FARMER	51,319		51,319	51,975	52,622
THE CATTLEMAN	18,070	1,515	19,585	19,971	20,096
COLORADO RANCHER AND FARMER	12,641		12,641	13,420	14,378
DAIRY TODAY		109,446	109,446	105,911	110,233
DROVERS JOURNAL	30,876	29,093	59,969	54,412	47,619
FARM JOURNAL	616,549	209,816	826,365	838,138	893,542
THE FARMER	109,849	5,228	115,077	118,459	123,559
FARMWEEK	28,044		28,044	27,333	27,586
THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	5,389		5,389	5,482	5,866
HBJ FARM PUBLICATIONS UNIT	586,870	3,963	590,833		
THE HIGH PLAINS JOURNAL	59,898	536	60,434	59,422	59,030
HOARD'S DAIRYMAN	140,234		140,234	143,665	148,951
HOGS TODAY		122,471	122,471	118,745	125,424
IDAHO FARMER-STOCKMAN	14,584		14,584	14,798	14,850
KANSAS FARMER	45,831	3,963	49,794	54,457	56,230
KENTUCKY FARMER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MICHIGAN FARMER	57,659		57,659	58,138	57,736
MISSOURI RURALIST	63,536		63,536	62,739	62,021
MONTANA FARMER-STOCKMAN	21,602		21,602	22,131	22,332
THE NATIONAL FUTURE FARMER	406,334		406,334	414,249	410,860

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/88

PUBLICATION NAME	TOTAL PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGES FOR 6 MONTHS ENDED	
				12/31/87	6/30/87
NEBRASKA FARMER	46,930		46,930	48,337	50,166
THE OHIO FARMER	82,282		82,282	83,616	83,878
OKLAHOMA FARMER-STOCKMAN	51,162		51,162	52,996	55,585
OREGON FARMER-STOCKMAN	15,568		15,568	16,028	16,701
PENNSYLVANIA FARMER	63,567		63,567	63,847	64,490
PRAIRIE FARMER	127,488	17,649	145,137	136,996	146,371
PROGRESSIVE FARMER	453,332	55,838	509,170	532,804	531,780
SUCCESSFUL FARMING	475,464	100,263	575,727	575,686	577,707
TEXAS FARMER-STOCKMAN	111,943		111,943	117,374	122,455
TOP PRODUCER		202,002	202,002	205,370	198,521
UTAH FARMER-STOCKMAN	6,295		6,295	6,429	6,374
WALLACES FARMER	67,297	39,426	106,723	83,802	88,701
WASHINGTON FARMER-STOCKMAN	22,367		22,367	20,966	21,382
WESTERN FARMER-STOCKMAN MAGAZINES	83,432		83,432	83,443	84,698
WESTERN LIVESTOCK JOURNAL	20,691		20,691	20,640	21,483
WISCONSIN AGRICULTURIST	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
WYOMING STOCKMAN-FARMER	3,078	2,384	5,462	4,143	3,904
CANADA					
CATTLEMEN	38,765		38,765	39,045	39,418
COUNTRY GUIDE	213,722		213,722	217,338	221,011
COUNTRY LIFE IN BRITISH COLUMBIA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
GRAINEWS	66,086		66,086	64,534	66,195
LA TERRE DE CHEZ NOUS	45,867		45,867	46,899	47,533
LE BULLETIN DES AGRICULTEURS	77,729		77,729	82,176	87,524
THE WESTERN PRODUCER	131,187		131,187	128,614	132,625

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	AMERICAN AGRICULTURIST	AMERICAN VEGETABLE GROWER	ARIZONA FARMER-STOCKMAN	BEEF TODAY
MAINE	1,903	455	2	87
NEW HAMPSHIRE	1,424	219	2	37
VERMONT	1,915	122	3	89
MASSACHUSETTS	2,474	904	7	72
RHODE ISLAND	337	143	1	9
CONNECTICUT	2,076	478	17	71
NEW ENGLAND	**10,129**	**2,321**	**32**	**365**
NEW YORK	29,767	2,584	26	830
NEW JERSEY	3,257	1,324	16	112
PENNSYLVANIA	4,028	2,305	51	1,822
MIDDLE ATLANTIC	**37,052**	**6,213**	**93**	**2,764**
OHIO		2,011	35	2,946
INDIANA		986	24	3,761
ILLINOIS		1,117	37	8,001
MICHIGAN		1,916	27	1,868
WISCONSIN		1,195	32	2,797
EAST NO. CENTRAL		**7,225**	**155**	**19,373**
MINNESOTA		777	45	5,900
IOWA		534	36	16,713
MISSOURI		545	18	12,379
NORTH DAKOTA		157	3	7,526
SOUTH DAKOTA		73	10	11,439
NEBRASKA		221	29	16,487
KANSAS		375	28	15,748
WEST NO. CENTRAL		**2,682**	**169**	**86,192**
DELAWARE		165	1	35
MARYLAND		636	5	383
DISTRICT OF COLUMBIA		45	2	9
VIRGINIA		680	8	3,174
WEST VIRGINIA		228		800
NORTH CAROLINA		938	17	1,912
SOUTH CAROLINA		331	9	1,081
GEORGIA		420	10	3,371
FLORIDA		1,296	11	1,702
SOUTH ATLANTIC		**4,739**	**63**	**12,467**
KENTUCKY		481	7	4,200
TENNESSEE		519	23	3,653
ALABAMA		302	8	3,234
MISSISSIPPI		205	4	2,291
EAST SO. CENTRAL		**1,507**	**42**	**13,378**
ARKANSAS		233	7	2,796
LOUISIANA		288	3	1,343
OKLAHOMA		312	16	9,611
TEXAS		988	42	16,004
WEST SO. CENTRAL		**1,821**	**68**	**29,754**
MONTANA		106	25	6,830
IDAHO		1,367	8	3,258
WYOMING		40	3	2,479
COLORADO		481	16	5,221
NEW MEXICO		219	91	1,076
ARIZONA		346	1,876	502
UTAH		151	13	1,383
NEVADA		71	10	455
MOUNTAIN		**2,781**	**2,042**	**21,204**
ALASKA		79	1	28
WASHINGTON		865	23	2,046
OREGON		607	12	2,354
CALIFORNIA		4,129	293	2,972
HAWAII		252	2	21
PACIFIC		**5,932**	**331**	**7,421**
MISCELLANEOUS	524			
UNCLASSIFIED				
UNITED STATES	**47,705**	**35,221**	**2,995**	**192,918**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**47,705**	**35,221**	**2,995**	**192,918**
CANADA		906	2	
FOREIGN	31	1,085		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**47,736**	**37,212**	**2,997**	**192,918**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	CALIFORNIA FARMER	THE CATTLEMAN	COLORADO RANCHER AND FARMER	DAIRY TODAY
MAINE		2		545
NEW HAMPSHIRE		1		310
VERMONT		1		1,715
MASSACHUSETTS		2		430
RHODE ISLAND				38
CONNECTICUT		6		464
NEW ENGLAND		**12**		**3,502**
NEW YORK		15		9,916
NEW JERSEY		13		421
PENNSYLVANIA		9		9,465
MIDDLE ATLANTIC		**37**		**19,802**
OHIO		16		4,679
INDIANA		38		2,369
ILLINOIS		69		3,355
MICHIGAN		30		4,874
WISCONSIN		17		24,422
EAST NO. CENTRAL		**170**		**39,699**
MINNESOTA		20		12,456
IOWA		22		4,884
MISSOURI		97		2,417
NORTH DAKOTA		6		1,317
SOUTH DAKOTA		12		2,070
NEBRASKA		28	88	1,623
KANSAS		85	316	1,519
WEST NO. CENTRAL		**270**	**404**	**26,286**
DELAWARE		1		122
MARYLAND		13		1,187
DISTRICT OF COLUMBIA		15		
VIRGINIA		33		1,642
WEST VIRGINIA		2		307
NORTH CAROLINA		31		1,233
SOUTH CAROLINA		13		372
GEORGIA		32		754
FLORIDA		89		344
SOUTH ATLANTIC		**229**		**5,961**
KENTUCKY		13		1,802
TENNESSEE		47		1,644
ALABAMA		37		356
MISSISSIPPI		45		550
EAST SO. CENTRAL		**142**		**4,352**
ARKANSAS		94		442
LOUISIANA		161		447
OKLAHOMA		920		696
TEXAS		16,361		1,298
WEST SO. CENTRAL		**17,536**		**2,883**
MONTANA		20		335
IDAHO		4		1,250
WYOMING		22	271	94
COLORADO		66	11,515	567
NEW MEXICO		149	89	103
ARIZONA	437	71		135
UTAH		10		806
NEVADA	836	3		56
MOUNTAIN	**1,273**	**345**	**11,875**	**3,346**
ALASKA	13	5	3	18
WASHINGTON		20		1,406
OREGON	258	12		646
CALIFORNIA	48,937	75		2,293
HAWAII	75	17		9
PACIFIC	**49,283**	**129**	**3**	**4,372**
MISCELLANEOUS			320	
UNCLASSIFIED	816			
UNITED STATES	**51,372**	**18,870**	**12,602**	**110,203**
POSSESSIONS & OTHER AREAS	3	7		
U. S. & POSSESSIONS, ETC.	**51,375**	**18,877**	**12,602**	**110,203**
CANADA	10	41	7	
FOREIGN	38	406	2	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS		6		
GRAND TOTAL	**51,423**	**19,330**	**12,611**	**110,203**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	DROVERS JOURNAL	FARM JOURNAL	THE FARMER	FARMWEEK
MAINE	50	1,756		
NEW HAMPSHIRE	21	755		
VERMONT	40	2,260		3
MASSACHUSETTS	66	1,369		12
RHODE ISLAND	13	163		1
CONNECTICUT	69	1,395		10
NEW ENGLAND	**259**	**7,698**		**26**
NEW YORK	576	17,938		53
NEW JERSEY	89	2,302		12
PENNSYLVANIA	711	25,208		84
MIDDLE ATLANTIC	**1,376**	**45,448**		**149**
OHIO	1,901	38,517		5,256
INDIANA	2,115	38,432		18,914
ILLINOIS	4,315	64,310		297
MICHIGAN	932	24,876		130
WISCONSIN	1,050	37,963		25
EAST NO. CENTRAL	**10,313**	**204,098**		**24,622**
MINNESOTA	2,006	52,140	69,041	26
IOWA	5,499	78,250		29
MISSOURI	4,263	38,989		27
NORTH DAKOTA	1,131	22,133	23,984	6
SOUTH DAKOTA	2,431	22,703	20,730	4
NEBRASKA	4,429	43,881		7
KANSAS	3,041	40,588		11
WEST NO. CENTRAL	**22,800**	**298,684**	**113,755**	**110**
DELAWARE	25	1,395		
MARYLAND	178	5,214		10
DISTRICT OF COLUMBIA	40	71		2
VIRGINIA	938	11,006		40
WEST VIRGINIA	479	3,332		66
NORTH CAROLINA	522	16,625		42
SOUTH CAROLINA	352	5,305		7
GEORGIA	805	12,103		17
FLORIDA	583	4,800		34
SOUTH ATLANTIC	**3,922**	**59,851**		**218**
KENTUCKY	1,694	13,635		2,217
TENNESSEE	1,375	14,236		383
ALABAMA	665	8,714		34
MISSISSIPPI	422	8,017		14
EAST SO. CENTRAL	**4,156**	**44,602**		**2,648**
ARKANSAS	971	10,826		5
LOUISIANA	413	6,056		15
OKLAHOMA	2,071	18,396		10
TEXAS	3,291	35,660		29
WEST SO. CENTRAL	**6,746**	**70,938**		**59**
MONTANA	1,108	12,836		2
IDAHO	885	9,988		2
WYOMING	804	3,828		3
COLORADO	1,706	12,289		10
NEW MEXICO	527	2,396		2
ARIZONA	372	2,200		7
UTAH	485	3,140		2
NEVADA	212	843		1
MOUNTAIN	**6,099**	**47,520**		**29**
ALASKA	22	160		1
WASHINGTON	540	10,749		2
OREGON	923	7,772		5
CALIFORNIA	1,118	14,812		23
HAWAII	37	114		1
PACIFIC	**2,640**	**33,607**		**32**
MISCELLANEOUS				
UNCLASSIFIED			1,419	
UNITED STATES	**58,311**	**812,446**	**115,174**	**27,893**
POSSESSIONS & OTHER AREAS	5	10		
U. S. & POSSESSIONS, ETC.	**58,316**	**812,456**	**115,174**	**27,893**
CANADA	170	155	39	
FOREIGN	9	236		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	11	46	7	
GRAND TOTAL	**58,506**	**812,893**	**115,220**	**27,893**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	HBJ FARM PUBLICATIONS UNIT*	THE HIGH PLAINS JOURNAL	HOARD'S DAIRYMAN
MAINE			2	790
NEW HAMPSHIRE			1	587
VERMONT	3		1	2,268
MASSACHUSETTS			5	945
RHODE ISLAND				104
CONNECTICUT			11	874
NEW ENGLAND	**3**		**20**	**5,568**
NEW YORK	4		36	12,339
NEW JERSEY	4		16	624
PENNSYLVANIA	4		41	10,572
MIDDLE ATLANTIC	**12**		**93**	**23,535**
OHIO	5		67	6,780
INDIANA	3		50	3,665
ILLINOIS	5		151	3,942
MICHIGAN	3		28	5,906
WISCONSIN	3		50	24,061
EAST NO. CENTRAL	**19**		**346**	**44,354**
MINNESOTA			153	11,771
IOWA	1		704	4,908
MISSOURI	9		3,510	4,024
NORTH DAKOTA			192	884
SOUTH DAKOTA			498	1,317
NEBRASKA	1		9,358	1,653
KANSAS	3		23,470	2,311
WEST NO. CENTRAL	**14**		**37,885**	**26,868**
DELAWARE			8	140
MARYLAND	4		13	1,728
DISTRICT OF COLUMBIA	1		12	69
VIRGINIA	13		48	2,167
WEST VIRGINIA	1		6	455
NORTH CAROLINA	5		24	1,418
SOUTH CAROLINA	14		10	453
GEORGIA	83		24	1,016
FLORIDA	4,855		32	928
SOUTH ATLANTIC	**4,976**		**177**	**8,374**
KENTUCKY	3		28	3,658
TENNESSEE	13		38	2,599
ALABAMA	30		22	493
MISSISSIPPI	4		36	828
EAST SO. CENTRAL	**50**		**124**	**7,578**
ARKANSAS	3		167	1,267
LOUISIANA	8		34	639
OKLAHOMA	1		8,594	1,364
TEXAS	14		5,015	2,941
WEST SO. CENTRAL	**26**		**13,810**	**6,211**
MONTANA			144	281
IDAHO	1		74	853
WYOMING			327	104
COLORADO	2		6,251	640
NEW MEXICO	1		554	224
ARIZONA	3		88	290
UTAH	2		50	517
NEVADA	1		26	99
MOUNTAIN	**10**		**7,514**	**3,008**
ALASKA			11	73
WASHINGTON			61	1,917
OREGON			48	823
CALIFORNIA	7		195	2,849
HAWAII	3		1	39
PACIFIC	**10**		**316**	**5,701**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**5,120**		**60,285**	**131,197**
POSSESSIONS & OTHER AREAS	10			199
U. S. & POSSESSIONS, ETC.	**5,130**		**60,285**	**131,396**
CANADA	2		56	5,227
FOREIGN	21		11	2,169
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				68
GRAND TOTAL	**5,153**		**60,352**	**138,860**

*See Individual Publications.

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	HOGS TODAY	IDAHO FARMER-STOCKMAN	KANSAS FARMER	THE KENTUCKY FARMER*
MAINE	31	1		
NEW HAMPSHIRE	13			
VERMONT	46			
MASSACHUSETTS	53	1		
RHODE ISLAND	2			
CONNECTICUT	37			
NEW ENGLAND	**182**	**2**		
NEW YORK	391	4		
NEW JERSEY	92			
PENNSYLVANIA	1,730	4		
MIDDLE ATLANTIC	**2,213**	**8**		
OHIO	5,321	4		
INDIANA	9,076	2		
ILLINOIS	13,416	3		
MICHIGAN	2,463	4		
WISCONSIN	3,547	8		
EAST NO. CENTRAL	**33,823**	**21**		
MINNESOTA	11,501	6		
IOWA	31,791	3		
MISSOURI	7,360	2		
NORTH DAKOTA	986	4		
SOUTH DAKOTA	5,256	2		
NEBRASKA	9,981	2		
KANSAS	4,021	4	48,161	
WEST NO. CENTRAL	**70,896**	**23**	**48,161**	
DELAWARE	104			
MARYLAND	341	1		
DISTRICT OF COLUMBIA	6	1		
VIRGINIA	778	2		
WEST VIRGINIA	104			
NORTH CAROLINA	1,967			
SOUTH CAROLINA	632			
GEORGIA	1,739	1		
FLORIDA	335	4		
SOUTH ATLANTIC	**6,006**	**9**		
KENTUCKY	1,513	1		
TENNESSEE	1,490	3		
ALABAMA	661	1		
MISSISSIPPI	318	1		
EAST SO. CENTRAL	**3,982**	**6**		
ARKANSAS	338			
LOUISIANA	92	1		
OKLAHOMA	448	1		
TEXAS	894	11		
WEST SO. CENTRAL	**1,772**	**13**		
MONTANA	545	136		
IDAHO	258	13,590		
WYOMING	106	50		
COLORADO	643	12		
NEW MEXICO	42	2		
ARIZONA	125	20		
UTAH	74	103		
NEVADA	28	85		
MOUNTAIN	**1,821**	**13,998**		
ALASKA	[illegible]	9		
WASHINGTON	[illegible]	126		
OREGON	[illegible]	179		
CALIFORNIA	[illegible]	59		
HAWAII	17			
PACIFIC	**991**	**373**		
MISCELLANEOUS				
UNCLASSIFIED			932	
UNITED STATES	**121,686**	**14,453**	**49,093**	
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**121,686**	**14,453**	**49,093**	
CANADA		5		
FOREIGN				
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**121,686**	**14,458**	**49,093**	

*Publisher's Statement Not Filed By Press Time.

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	MICHIGAN FARMER	MISSOURI RURALIST	MONTANA FARMER-STOCKMAN	THE NATIONAL FUTURE FARMER
MAINE			2	283
NEW HAMPSHIRE				782
VERMONT			1	575
MASSACHUSETTS			2	1,114
RHODE ISLAND				195
CONNECTICUT			5	1,596
NEW ENGLAND			**10**	**4,545**
NEW YORK			5	5,387
NEW JERSEY			4	1,627
PENNSYLVANIA			5	9,797
MIDDLE ATLANTIC			**14**	**16,811**
OHIO			6	18,669
INDIANA			6	9,295
ILLINOIS			15	13,802
MICHIGAN	56,403		5	6,222
WISCONSIN			12	17,782
EAST NO. CENTRAL	**56,403**		**44**	**65,770**
MINNESOTA			28	10,495
IOWA			15	11,140
MISSOURI		62,562	10	15,140
NORTH DAKOTA			155	4,749
SOUTH DAKOTA			45	3,306
NEBRASKA			12	5,826
KANSAS			14	6,353
WEST NO. CENTRAL		**62,562**	**279**	**57,009**
DELAWARE				784
MARYLAND			4	2,184
DISTRICT OF COLUMBIA			2	155
VIRGINIA			4	14,218
WEST VIRGINIA				5,162
NORTH CAROLINA			6	15,052
SOUTH CAROLINA			1	4,544
GEORGIA			5	12,061
FLORIDA			8	13,561
SOUTH ATLANTIC			**30**	**67,721**
KENTUCKY			3	12,239
TENNESSEE			3	12,876
ALABAMA			4	22,319
MISSISSIPPI				7,500
EAST SO. CENTRAL			**10**	**54,934**
ARKANSAS			1	12,367
LOUISIANA			2	8,614
OKLAHOMA			7	17,530
TEXAS			13	47,945
WEST SO. CENTRAL			**23**	**86,456**
MONTANA			18,743	1,703
IDAHO			94	3,249
WYOMING			1,384	1,398
COLORADO			27	2,539
NEW MEXICO			7	2,797
ARIZONA			29	2,780
UTAH			10	2,301
NEVADA			21	529
MOUNTAIN			**20,315**	**17,296**
ALASKA			15	141
WASHINGTON			169	7,376
OREGON			74	3,458
CALIFORNIA			50	21,809
HAWAII			1	632
PACIFIC			**309**	**33,416**
MISCELLANEOUS				
UNCLASSIFIED	613	947		
UNITED STATES	**57,016**	**63,509**	**21,034**	**403,958**
POSSESSIONS & OTHER AREAS				1,851
U. S. & POSSESSIONS, ETC.	**57,016**	**63,509**	**21,034**	**405,809**
CANADA			21	4
FOREIGN				30
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**57,016**	**63,509**	**21,055**	**405,843**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	NEBRASKA FARMER	THE OHIO FARMER	OKLAHOMA FARMER-STOCKMAN	OREGON FARMER-STOCKMAN
MAINE				2
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				1
RHODE ISLAND				
CONNECTICUT				1
NEW ENGLAND				**4**
NEW YORK				4
NEW JERSEY				2
PENNSYLVANIA				
MIDDLE ATLANTIC				**6**
OHIO		79,613		2
INDIANA				1
ILLINOIS				4
MICHIGAN				
WISCONSIN				5
EAST NO. CENTRAL		**79,613**		**12**
MINNESOTA				6
IOWA	156			4
MISSOURI				3
NORTH DAKOTA				5
SOUTH DAKOTA	132			
NEBRASKA	44,636			3
KANSAS	333			5
WEST NO. CENTRAL	**45,257**			**26**
DELAWARE				
MARYLAND				1
DISTRICT OF COLUMBIA				
VIRGINIA				3
WEST VIRGINIA				1
NORTH CAROLINA				2
SOUTH CAROLINA				
GEORGIA				3
FLORIDA				2
SOUTH ATLANTIC				**12**
KENTUCKY				
TENNESSEE				2
ALABAMA				1
MISSISSIPPI				
EAST SO. CENTRAL				**3**
ARKANSAS			164	
LOUISIANA				
OKLAHOMA			48,649	1
TEXAS				9
WEST SO. CENTRAL			**48,813**	**10**
MONTANA				28
IDAHO				47
WYOMING	61			4
COLORADO	519			4
NEW MEXICO				5
ARIZONA				8
UTAH				4
NEVADA				49
MOUNTAIN	**580**			**149**
ALASKA	4		7	14
WASHINGTON				123
OREGON				14,906
CALIFORNIA				83
HAWAII	1		3	1
PACIFIC	**5**		**10**	**15,127**
MISCELLANEOUS	464		1,273	
UNCLASSIFIED		1,150		
UNITED STATES	**46,306**	**80,763**	**50,096**	**15,349**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**46,306**	**80,763**	**50,096**	**15,349**
CANADA	9		3	2
FOREIGN	10			
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	2			
GRAND TOTAL	**46,327**	**80,763**	**50,099**	**15,351**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	PENNSYLVANIA FARMER	PRAIRIE FARMER	PROGRESSIVE FARMER	SUCCESSFUL FARMING
MAINE		1		197
NEW HAMPSHIRE		6		123
VERMONT		2		412
MASSACHUSETTS		13		291
RHODE ISLAND		1		36
CONNECTICUT		6		262
NEW ENGLAND		**29**		**1,321**
NEW YORK		73		9,396
NEW JERSEY	2,611	32		711
PENNSYLVANIA	49,441	134		10,844
MIDDLE ATLANTIC	**52,052**	**239**		**20,951**
OHIO		14,402	8,145	27,225
INDIANA		52,392	7,334	32,665
ILLINOIS		78,087	9,882	62,048
MICHIGAN		9,707	631	19,549
WISCONSIN		721	668	30,346
EAST NO. CENTRAL		**155,309**	**26,660**	**171,833**
MINNESOTA		87	377	47,822
IOWA		149	4,667	57,549
MISSOURI		683	15,433	30,319
NORTH DAKOTA		4		24,414
SOUTH DAKOTA		5		23,291
NEBRASKA		26	614	31,085
KANSAS		35	7,908	27,775
WEST NO. CENTRAL		**989**	**28,999**	**242,255**
DELAWARE	794	4	1,391	812
MARYLAND	5,451	25	6,621	2,301
DISTRICT OF COLUMBIA		15	65	64
VIRGINIA		58	25,784	4,156
WEST VIRGINIA	3,314	7	7,741	372
NORTH CAROLINA		35	43,738	10,532
SOUTH CAROLINA		18	15,887	5,631
GEORGIA		33	31,136	12,200
FLORIDA		333	16,407	3,551
SOUTH ATLANTIC	**9,559**	**528**	**148,770**	**39,619**
KENTUCKY		839	26,838	6,858
TENNESSEE		151	35,055	9,398
ALABAMA		29	31,636	8,094
MISSISSIPPI		18	29,036	6,378
EAST SO. CENTRAL		**1,037**	**122,565**	**30,728**
ARKANSAS		34	27,533	7,756
LOUISIANA		13	20,108	3,676
OKLAHOMA		30	28,195	4,426
TEXAS		99	97,587	22,386
WEST SO. CENTRAL		**176**	**173,423**	**38,244**
MONTANA		9		6,222
IDAHO		4		3,824
WYOMING		4		2,196
COLORADO		57	610	7,371
NEW MEXICO		14	3,026	281
ARIZONA		80	1,899	807
UTAH		9		516
NEVADA		8		194
MOUNTAIN		**185**	**5,535**	**21,411**
ALASKA		6	39	118
WASHINGTON		21		4,043
OREGON		6		2,922
CALIFORNIA		141	814	2,169
HAWAII		4	13	76
PACIFIC		**178**	**866**	**9,328**
MISCELLANEOUS			999	
UNCLASSIFIED	683			
UNITED STATES	**62,294**	**158,670**	**507,817**	**575,690**
POSSESSIONS & OTHER AREAS			9	9
U. S. & POSSESSIONS, ETC.	**62,294**	**158,670**	**507,826**	**575,699**
CANADA		44	34	368
FOREIGN			204	446
UNCLASSIFIED		9		
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			95	57
GRAND TOTAL	**62,294**	**158,723**	**508,159**	**576,570**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	TEXAS FARMER-STOCKMAN	TOP PRODUCER	UTAH FARMER-STOCKMAN	WALLACES FARMER
MAINE		122		
NEW HAMPSHIRE		37		5
VERMONT		210		1
MASSACHUSETTS		48		10
RHODE ISLAND		5		
CONNECTICUT		105		8
NEW ENGLAND		**527**		**24**
NEW YORK		2,375	2	23
NEW JERSEY		241		21
PENNSYLVANIA		1,857	2	34
MIDDLE ATLANTIC		**4,473**	**4**	**78**
OHIO		7,153		58
INDIANA		10,676		50
ILLINOIS		21,926	3	499
MICHIGAN		5,076		54
WISCONSIN		4,758	2	132
EAST NO. CENTRAL		**49,589**	**5**	**793**
MINNESOTA		12,614	2	15,629
IOWA		21,041	1	80,386
MISSOURI		9,498	3	9,290
NORTH DAKOTA		8,424		1,920
SOUTH DAKOTA		10,066		6,190
NEBRASKA		16,202	1	10,315
KANSAS		13,471		3,695
WEST NO. CENTRAL		**91,316**	**7**	**127,425**
DELAWARE		334		2
MARYLAND		942	1	23
DISTRICT OF COLUMBIA		2		8
VIRGINIA		1,468		27
WEST VIRGINIA		147		
NORTH CAROLINA		2,609		21
SOUTH CAROLINA		1,199	1	5
GEORGIA		2,242	1	21
FLORIDA		590		73
SOUTH ATLANTIC		**9,533**	**3**	**180**
KENTUCKY		2,306	2	17
TENNESSEE		2,166		20
ALABAMA		1,330		9
MISSISSIPPI		2,172		4
EAST SO. CENTRAL		**7,974**	**2**	**50**
ARKANSAS		3,349		57
LOUISIANA	73	1,632	3	8
OKLAHOMA		5,277	2	20
TEXAS	108,152	9,291	4	104
WEST SO. CENTRAL	**108,225**	**19,549**	**9**	**189**
MONTANA		4,596	13	7
IDAHO		2,411	20	5
WYOMING		1,193	146	8
COLORADO		3,652	8	83
NEW MEXICO	1,326	543	3	21
ARIZONA		295	17	136
UTAH		621	5,682	6
NEVADA		243	126	9
MOUNTAIN	**1,326**	**13,554**	**6,015**	**275**
ALASKA	3	21	2	5
WASHINGTON		1,895	10	21
OREGON		1,288	7	21
CALIFORNIA		2,401	27	203
HAWAII	7	4		2
PACIFIC	**10**	**5,609**	**46**	**252**
MISCELLANEOUS	995			
UNCLASSIFIED				
UNITED STATES	**110,556**	**202,124**	**6,091**	**129,266**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**110,556**	**202,124**	**6,091**	**129,266**
CANADA	5		2	14
FOREIGN				
UNCLASSIFIED				4
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**110,561**	**202,124**	**6,093**	**129,284**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	WASHINGTON FARMER-STOCKMAN	WESTERN FARMER-STOCKMAN MAGAZINES	WESTERN LIVESTOCK JOURNAL	WISCONSIN AGRICULTURIST*	WYOMING STOCKMAN-FARMER
MAINE		7	3		
NEW HAMPSHIRE	2	4	7		
VERMONT		4	4		
MASSACHUSETTS		11	12		
RHODE ISLAND	1	2			
CONNECTICUT	1	24	9		
NEW ENGLAND	**4**	**52**	**35**		
NEW YORK	8	49	34		
NEW JERSEY	2	24	13		
PENNSYLVANIA	2	64	37		
MIDDLE ATLANTIC	**12**	**137**	**84**		
OHIO	2	49	64		
INDIANA		33	60		
ILLINOIS	9	71	153		
MICHIGAN	1	37	36		
WISCONSIN	4	63	45		
EAST NO. CENTRAL	**16**	**253**	**358**		
MINNESOTA	6	94	130		
IOWA	7	66	231		
MISSOURI	4	40	236		
NORTH DAKOTA	3	170	205		
SOUTH DAKOTA	1	58	297		33
NEBRASKA	5	51	668		47
KANSAS	3	54	663		
WEST NO. CENTRAL	**29**	**533**	**2,430**		**80**
DELAWARE		1	1		
MARYLAND	4	16	14		
DISTRICT OF COLUMBIA	1	6	8		
VIRGINIA	4	21	29		
WEST VIRGINIA	1	2	5		
NORTH CAROLINA	2	27	44		
SOUTH CAROLINA		11	14		
GEORGIA		20	31		
FLORIDA	1	26	68		
SOUTH ATLANTIC	**13**	**130**	**214**		
KENTUCKY		13	38		
TENNESSEE	2	33	53		
ALABAMA	1	15	49		
MISSISSIPPI		5	26		
EAST SO. CENTRAL	**3**	**66**	**166**		
ARKANSAS		8	98		
LOUISIANA	1	10	58		
OKLAHOMA	3	30	784		
TEXAS	8	87	1,450		
WEST SO. CENTRAL	**12**	**135**	**2,390**		
MONTANA	102	19,047	635		11
IDAHO	133	13,892	814		4
WYOMING	5	1,592	582		6,178
COLORADO	7	74	1,329		74
NEW MEXICO	1	109	367		
ARIZONA	15	1,965	600		
UTAH	10	5,822	545		10
NEVADA	10	301	785		
MOUNTAIN	**283**	**42,802**	**5,657**		**6,277**
ALASKA	12	53	15		
WASHINGTON	20,307	20,758	726		
OREGON	118	15,296	1,768		
CALIFORNIA	52	564	6,364		
HAWAII		4	27		
PACIFIC	**20,489**	**36,675**	**8,900**		
MISCELLANEOUS					
UNCLASSIFIED					73
UNITED STATES	**20,861**	**80,783**	**20,234**		**6,430**
POSSESSIONS & OTHER AREAS			1		
U. S. & POSSESSIONS, ETC.	**20,861**	**80,783**	**20,235**		**6,430**
CANADA	7	39	195		
FOREIGN			17		
UNCLASSIFIED					
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL	**20,868**	**80,822**	**20,447**		**6,430**

*Publisher's Statement Not Filed By Press Time.

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	FARM JOURNAL - CROP EDITIONS ONLY			
	CORN MARKET	CORN MARKET-NORTH	CORN MARKET-SOUTH	WHEAT MARKET
MAINE	1,756	1,756		
NEW HAMPSHIRE	755	755		
VERMONT	2,260	2,260		
MASSACHUSETTS	1,369	1,369		
RHODE ISLAND	163	163		
CONNECTICUT	1,395	1,395		
NEW ENGLAND	**7,698**	**7,698**		
NEW YORK	17,938	17,938		
NEW JERSEY	2,302	2,302		
PENNSYLVANIA	25,208	25,208		
MIDDLE ATLANTIC	**45,448**	**45,448**		
OHIO	38,517	38,517		
INDIANA	38,432	38,432		
ILLINOIS	64,310	64,310		
MICHIGAN	24,876	24,876		
WISCONSIN	37,963	37,963		
EAST NO. CENTRAL	**204,098**	**204,098**		
MINNESOTA	52,140	52,140		52,140
IOWA	78,250	78,250		
MISSOURI	38,989	38,989		
NORTH DAKOTA	22,133	22,133		22,133
SOUTH DAKOTA	22,703	22,703		22,703
NEBRASKA	43,881	43,881		43,881
KANSAS	40,588	40,588		40,588
WEST NO. CENTRAL	**298,684**	**298,684**		**181,445**
DELAWARE	1,395	1,395		
MARYLAND	5,214	5,214		
DISTRICT OF COLUMBIA	71	71		
VIRGINIA	11,006		11,006	
WEST VIRGINIA	3,332		3,332	
NORTH CAROLINA	16,625		16,625	
SOUTH CAROLINA	5,305		5,305	
GEORGIA	12,103		12,103	
FLORIDA	4,800		4,800	
SOUTH ATLANTIC	**59,851**	**6,680**	**53,171**	
KENTUCKY	13,635		13,635	
TENNESSEE	14,236		14,236	
ALABAMA	8,714		8,714	
MISSISSIPPI				
EAST SO. CENTRAL	**36,585**		**36,585**	
ARKANSAS				
LOUISIANA				
OKLAHOMA				18,396
TEXAS				35,660
WEST SO. CENTRAL				**54,056**
MONTANA				12,836
IDAHO				9,988
WYOMING				3,828
COLORADO	12,289	12,289		12,289
NEW MEXICO				2,396
ARIZONA				
UTAH				3,140
NEVADA				
MOUNTAIN	**12,289**	**12,289**		**44,477**
ALASKA				160
WASHINGTON				10,749
OREGON				7,772
CALIFORNIA				
HAWAII				
PACIFIC				**18,681**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**664,653**	**574,897**	**89,756**	**298,659**
POSSESSIONS & OTHER AREAS	10	10		10
U. S. & POSSESSIONS, ETC.	**664,663**	**574,907**	**89,756**	**298,669**
CANADA	155	155		155
FOREIGN	236	236		236
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	46	46		46
GRAND TOTAL	**665,100**	**575,344**	**89,756**	**299,106**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

		FARM JOURNAL - CROP EDITIONS ONLY		
	SOYBEAN MARKET	SOYBEAN MARKET-NORTH	SOYBEAN MARKET-SOUTH	SORGHUM MARKET
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT				
NEW ENGLAND				
NEW YORK				
NEW JERSEY	2,302		2,302	
PENNSYLVANIA				
MIDDLE ATLANTIC	**2,302**		**2,302**	
OHIO	38,517	38,517		
INDIANA	38,432	38,432		
ILLINOIS	64,310	64,310		
MICHIGAN	24,876	24,876		
WISCONSIN				
EAST NO. CENTRAL	**166,135**	**166,135**		
MINNESOTA	52,140	52,140		
IOWA	78,250	78,250		
MISSOURI	38,989	38,989		38,989
NORTH DAKOTA	22,133	22,133		22,133
SOUTH DAKOTA	22,703	22,703		22,703
NEBRASKA	43,881	43,881		43,881
KANSAS	40,588	40,588		40,588
WEST NO. CENTRAL	**298,684**	**298,684**		**168,294**
DELAWARE	1,395		1,395	
MARYLAND	5,214		5,214	
DISTRICT OF COLUMBIA	71		71	
VIRGINIA	11,006		11,006	
WEST VIRGINIA	3,332		3,332	
NORTH CAROLINA	16,625		16,625	
SOUTH CAROLINA	5,305		5,305	
GEORGIA	12,103		12,103	
FLORIDA	4,800		4,800	
SOUTH ATLANTIC	**59,851**		**59,851**	
KENTUCKY	13,635		13,635	
TENNESSEE	14,236		14,236	
ALABAMA	8,714		8,714	
MISSISSIPPI	8,017		8,017	8,017
EAST SO. CENTRAL	**44,602**		**44,602**	**8,017**
ARKANSAS	10,826		10,826	10,826
LOUISIANA	6,056		6,056	6,056
OKLAHOMA				18,396
TEXAS				35,660
WEST SO. CENTRAL	**16,882**		**16,882**	**70,938**
MONTANA				
IDAHO				
WYOMING				
COLORADO				12,289
NEW MEXICO				2,396
ARIZONA				
UTAH				
NEVADA				
MOUNTAIN				**14,685**
ALASKA				
WASHINGTON				
OREGON				
CALIFORNIA				
HAWAII				
PACIFIC				
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**588,456**	**464,819**	**123,637**	**261,934**
POSSESSIONS & OTHER AREAS	10	10		
U. S. & POSSESSIONS, ETC.	**588,466**	**464,829**	**123,637**	**261,934**
CANADA	155	155		
FOREIGN	236	236		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	46	46		
GRAND TOTAL	**588,903**	**465,266**	**123,637**	**261,934**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

		FARM JOURNAL COTTON TODAY	
	PAID	NON-PAID	TOTAL
MAINE			
NEW HAMPSHIRE			
VERMONT			
MASSACHUSETTS			
RHODE ISLAND			
CONNECTICUT			
NEW ENGLAND			
NEW YORK			
NEW JERSEY			
PENNSYLVANIA			
MIDDLE ATLANTIC			
OHIO			
INDIANA			
ILLINOIS			
MICHIGAN			
WISCONSIN			
EAST NO. CENTRAL			
MINNESOTA			
IOWA			
MISSOURI	623	580	1,203
NORTH DAKOTA			
SOUTH DAKOTA			
NEBRASKA			
KANSAS			
WEST NO. CENTRAL	**623**	**580**	**1,203**
DELAWARE			
MARYLAND			
DISTRICT OF COLUMBIA			
VIRGINIA			
WEST VIRGINIA			
NORTH CAROLINA	781	280	1,061
SOUTH CAROLINA	397	285	682
GEORGIA	856	480	1,336
FLORIDA	132	42	174
SOUTH ATLANTIC	**2,166**	**1,087**	**3,253**
KENTUCKY			
TENNESSEE	1,088	631	1,719
ALABAMA	776	533	1,309
MISSISSIPPI	1,204	1,405	2,609
EAST SO. CENTRAL	**3,068**	**2,569**	**5,637**
ARKANSAS	768	871	1,639
LOUISIANA	625	829	1,454
OKLAHOMA	1,124	1,028	2,152
TEXAS	4,824	5,963	10,787
WEST SO. CENTRAL	**7,341**	**8,691**	**16,032**
MONTANA			
IDAHO			
WYOMING			
COLORADO			
NEW MEXICO	259	214	473
ARIZONA	359	336	695
UTAH			
NEVADA	4	3	7
MOUNTAIN	**622**	**553**	**1,175**
ALASKA			
WASHINGTON			
OREGON			
CALIFORNIA	1,485	971	2,456
HAWAII	2		2
PACIFIC	**1,487**	**971**	**2,458**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**15,307**	**14,451**	**29,758**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**15,307**	**14,451**	**29,758**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**15,307**	**14,451**	**29,758**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

		FARM JOURNAL WHEAT TODAY	
	PAID	NON-PAID	TOTAL
MAINE	33	7	40
NEW HAMPSHIRE	16	1	17
VERMONT	21	5	26
MASSACHUSETTS	8		8
RHODE ISLAND			
CONNECTICUT	8	3	11
NEW ENGLAND	**86**	**16**	**102**
NEW YORK	539	169	708
NEW JERSEY	99	26	125
PENNSYLVANIA	456	137	593
MIDDLE ATLANTIC	**1,094**	**332**	**1,426**
OHIO	3,032	850	3,882
INDIANA	2,452	814	3,266
ILLINOIS	4,404	1,845	6,249
MICHIGAN	1,755	541	2,296
WISCONSIN	432	181	613
EAST NO. CENTRAL	**12,075**	**4,231**	**16,306**
MINNESOTA	5,476	2,499	7,975
IOWA	1,196	441	1,637
MISSOURI	3,914	2,104	6,018
NORTH DAKOTA	9,805	7,714	17,519
SOUTH DAKOTA	5,449	2,966	8,415
NEBRASKA	5,622	2,377	7,999
KANSAS	16,175	7,815	23,990
WEST NO. CENTRAL	**47,637**	**25,916**	**73,553**
DELAWARE	171	73	244
MARYLAND	437	177	614
DISTRICT OF COLUMBIA	5	1	6
VIRGINIA	623	338	961
WEST VIRGINIA	24	12	36
NORTH CAROLINA	1,476	657	2,133
SOUTH CAROLINA	614	412	1,026
GEORGIA	1,080	649	1,729
FLORIDA	251	106	357
SOUTH ATLANTIC	**4,681**	**2,425**	**7,106**
KENTUCKY	956	526	1,482
TENNESSEE	1,097	624	1,721
ALABAMA	547	352	899
MISSISSIPPI	644	587	1,231
EAST SO. CENTRAL	**3,244**	**2,089**	**5,333**
ARKANSAS	1,371	1,474	2,845
LOUISIANA	398	318	716
OKLAHOMA	5,546	4,863	10,409
TEXAS	4,748	5,676	10,424
WEST SO. CENTRAL	**12,063**	**12,331**	**24,394**
MONTANA	4,360	2,968	7,328
IDAHO	2,102	1,342	3,444
WYOMING	504	209	713
COLORADO	3,214	1,419	4,633
NEW MEXICO	395	284	679
ARIZONA	243	143	386
UTAH	352	218	570
NEVADA	54	32	86
MOUNTAIN	**11,224**	**6,615**	**17,839**
ALASKA	11		11
WASHINGTON	2,967	1,338	4,305
OREGON	1,321	689	2,010
CALIFORNIA	1,323	820	2,143
HAWAII	9		9
PACIFIC	**5,631**	**2,847**	**8,478**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**97,735**	**56,802**	**154,537**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**97,735**	**56,802**	**154,537**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**97,735**	**56,802**	**154,537**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	SUCCESSFUL FARMING LIVESTOCK INVOLVEMENT		
	HOG	PAID BEEF	DAIRY
MAINE	50	76	83
NEW HAMPSHIRE	41	54	74
VERMONT	46	113	321
MASSACHUSETTS	86	128	144
RHODE ISLAND	15	22	14
CONNECTICUT	65	103	112
NEW ENGLAND	**303**	**496**	**748**
NEW YORK	1,808	3,495	6,011
NEW JERSEY	163	242	214
PENNSYLVANIA	3,735	7,300	6,092
MIDDLE ATLANTIC	**5,706**	**11,037**	**12,317**
OHIO	10,580	14,119	6,764
INDIANA	14,038	15,465	4,995
ILLINOIS	26,659	33,613	9,835
MICHIGAN	5,740	8,801	6,036
WISCONSIN	11,191	22,758	22,859
EAST NO. CENTRAL	**68,208**	**94,756**	**50,489**
MINNESOTA	22,853	25,832	18,131
IOWA	38,268	37,705	10,378
MISSOURI	17,725	24,633	8,663
NORTH DAKOTA	4,636	12,363	3,607
SOUTH DAKOTA	12,626	16,957	7,639
NEBRASKA	14,265	21,530	3,676
KANSAS	17,535	23,244	10,312
WEST NO. CENTRAL	**127,908**	**162,264**	**62,406**
DELAWARE	51	54	38
MARYLAND	127	168	129
DISTRICT OF COLUMBIA	26	31	23
VIRGINIA	246	335	206
WEST VIRGINIA	60	80	54
NORTH CAROLINA	210	241	159
SOUTH CAROLINA	101	123	79
GEORGIA	184	237	128
FLORIDA	283	332	204
SOUTH ATLANTIC	**1,288**	**1,601**	**1,020**
KENTUCKY	355	486	262
TENNESSEE	345	445	250
ALABAMA	201	308	146
MISSISSIPPI	97	126	75
EAST SO. CENTRAL	**998**	**1,365**	**733**
ARKANSAS	217	284	170
LOUISIANA	85	119	75
OKLAHOMA	287	556	226
TEXAS	686	1,012	561
WEST SO. CENTRAL	**1,275**	**1,971**	**1,032**
MONTANA	1,742	4,239	812
IDAHO	1,272	2,731	1,177
WYOMING	505	1,716	355
COLORADO	2,232	5,341	1,327
NEW MEXICO	77	167	61
ARIZONA	276	393	163
UTAH	124	319	142
NEVADA	49	120	42
MOUNTAIN	**6,277**	**15,026**	**4,079**
ALASKA	41	62	42
WASHINGTON	739	2,094	760
OREGON	667	1,775	585
CALIFORNIA	619	1,010	544
HAWAII	34	28	21
PACIFIC	**2,100**	**4,969**	**1,952**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**214,063**	**293,485**	**134,776**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**214,063**	**293,485**	**134,776**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**214,063**	**293,485**	**134,776**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	SUCCESSFUL FARMING LIVESTOCK EDITIONS NON-PAID		
	HOG	BEEF	DAIRY
MAINE			
NEW HAMPSHIRE			
VERMONT			
MASSACHUSETTS			
RHODE ISLAND			
CONNECTICUT			
NEW ENGLAND			
NEW YORK			
NEW JERSEY			
PENNSYLVANIA			
MIDDLE ATLANTIC			
OHIO			
INDIANA			
ILLINOIS			
MICHIGAN			
WISCONSIN			
EAST NO. CENTRAL			
MINNESOTA			
IOWA			
MISSOURI			
NORTH DAKOTA			
SOUTH DAKOTA			
NEBRASKA			
KANSAS			
WEST NO. CENTRAL			
DELAWARE	135	437	48
MARYLAND	371	1,093	317
DISTRICT OF COLUMBIA			
VIRGINIA	984	2,749	486
WEST VIRGINIA	68	168	63
NORTH CAROLINA	1,837	7,103	399
SOUTH CAROLINA	992	4,070	248
GEORGIA	2,187	8,657	247
FLORIDA	408	1,677	37
SOUTH ATLANTIC	**6,982**	**25,954**	**1,845**
KENTUCKY	1,240	3,728	476
TENNESSEE	1,828	5,599	547
ALABAMA	1,167	5,397	165
MISSISSIPPI	753	4,244	158
EAST SO. CENTRAL	**4,988**	**18,968**	**1,346**
ARKANSAS	979	4,097	61
LOUISIANA	302	2,503	45
OKLAHOMA	540	2,659	70
TEXAS	3,444	13,922	240
WEST SO. CENTRAL	**5,265**	**23,181**	**416**
MONTANA			
IDAHO			
WYOMING			
COLORADO			
NEW MEXICO			
ARIZONA			
UTAH			
NEVADA			
MOUNTAIN			
ALASKA			
WASHINGTON			
OREGON			
CALIFORNIA			
HAWAII			
PACIFIC			
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**17,235**	**68,103**	**3,607**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**17,235**	**68,103**	**3,607**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**17,235**	**68,103**	**3,607**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

			COUNTRY GUIDE DEMOGRAPHIC EDITIONS ONLY		
	CATTLEMEN	COUNTRY GUIDE	HOG GUIDE	DAIRY GUIDE	CORN-SOY GUIDE
NEWFOUNDLAND	36	423	19	42	
NOVA SCOTIA	526	5,134	249	572	
PRINCE EDWARD ISLAND	196	2,216	368	419	
NEW BRUNSWICK	747	5,925	259	568	
QUEBEC	900	4,229	254	745	4,229
ONTARIO	13,343	62,458	10,644	11,531	62,458
MANITOBA	3,162	24,088	2,824	2,349	
SASKATCHEWAN	6,062	47,247	3,928	3,198	
ALBERTA	10,776	48,249	5,597	4,382	
BRITISH COLUMBIA	2,140	10,547	568	975	
NORTHWEST TERRITORIES	11	110	2	1	
YUKON TERRITORY	9	92	3	2	
MISCELLANEOUS					
UNCLASSIFIED					
TOTAL CANADA	**37,908**	**210,718**	**24,915**	**24,784**	**66,687**
BRITISH COMMONWEALTH	5	15	2	2	
UNITED STATES	93	130	26	26	
FOREIGN	42	87	15	18	
UNCLASSIFIED					
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL	**38,048**	**210,950**	**24,958**	**24,830**	**66,687**

	COUNTRY LIFE IN BRITISH COLUMBIA*	GRAINEWS	LA TERRE DE CHEZ NOUS	LE BULLETIN DES AGRICULTEURS	THE WESTERN PRODUCER
NEWFOUNDLAND		4	2	2	11
NOVA SCOTIA		41	3	3	106
PRINCE EDWARD ISLAND		39	2	2	43
NEW BRUNSWICK		28	287	1,802	118
QUEBEC		90	44,789	74,690	170
ONTARIO		977	583	2,043	2,343
MANITOBA		12,031	18	9	13,748
SASKATCHEWAN		28,258	5	9	71,898
ALBERTA		21,020	19	41	33,642
BRITISH COLUMBIA		1,578	4	8	11,547
NORTHWEST TERRITORIES		10	1	1	65
YUKON TERRITORY		15			98
MISCELLANEOUS					
UNCLASSIFIED					
TOTAL CANADA		**64,091**	**45,713**	**78,610**	**133,789**
BRITISH COMMONWEALTH					20
UNITED STATES		611	13	4	114
FOREIGN		193	60	24	22
UNCLASSIFIED					
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL		**64,895**	**45,786**	**78,638**	**133,945**

*Publisher's Statement Not Filed By Press Time.

ABC Religious Publications
United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	AVERAGES FOR 6 MONTHS ENDED 6/30/88 SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR 6 MOS. ENDED 6/30/87 TOTAL PAID	% OF INCREASE OR DECREASE
U.S.					
CATHOLIC NEW YORK	130,903		130,903#	129,058	+1.4
JEWISH EXPONENT	51,248	23	51,271	50,092	+2.4
THE JEWISH NEWS	23,362		23,362	21,565	+8.3
THE JEWISH WEEK	85,046	693	85,739	84,956	+0.9
THE LONG ISLAND CATHOLIC	134,035		134,035#	135,668	-1.2
THE TABLET	77,226	20,392	97,618#	91,931	+6.2

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